

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eyeblaster, Inc.		08/17/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Eyeblaster, Ltd.		
Street Address:	25 Ha'haroshet Street		
City:	Ra'anana		
State/Country:	ISRAEL		
Postal Code:	43656		
Entity Type:	Limited: ISRAEL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76267457	EYEBLASTER	
CORRESPONDENCE DATA			
Fax Number:	(866)864-3947		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-401-7157		
Email:	tm@myerswolin.com		
Correspondent Name:	Harris A. Wolin		
Address Line 1:	100 Headquarters Plaza		
Address Line 2:	North Tower, 6th Floor		
Address Line 4:	Morristown, NEW JERSEY 07960		
ATTORNEY DOCKET NUMBER:	EYBL 1362		
DOMESTIC REPRESENTATIVE			
Name:	Harris A. Wolin		
Address Line 1:	100 Headquarters Plaza		
Address Line 2:	North Tower, 6th Floor		

OP \$40.00 76267457

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**TRADEMARK
 REEL: 004052 FRAME: 0306**

Address Line 4: Morristown, NEW JERSEY 07960

NAME OF SUBMITTER:

Harris A. Wolin

Signature:

/Harris A. Wolin/

Date:

08/26/2009

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made on July __, 2009, by and between Eyeblaster, Inc., a corporation organized and existing under the laws of the State of Delaware, with a principal business address at 826 Broadway, Suite 900, New York, New York 10003 ("Assignor"), and Eyeblaster, Ltd., an Israeli limited company, organized and existing under the laws of Israel, with a principal business address at 25 Ha'haroshet Street, Ra'anana, Israel 43656 ("Assignee").

RECITALS:

Assignor has rights to the following U.S. trademark applications (the "Mark"):

<u>Application No.</u>	<u>Mark</u>
76/267,457	EYEBLASTER


Assignor desires to assign and convey, and Assignee desires to acquire, all of Assignor's right, title and interest in and to the Mark, together with all good will and all other rights associated with the Mark.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and the mutual covenants herein contained, the parties hereto agree as follows:

1. The above recitals are incorporated herein as if set forth at length below.
2. Assignor hereby assigns, sets over and transfers to Assignee all of Assignor's right, title and interest in, to and under the following:
 - a) The Mark;
 - b) All common law rights and good will associated with the Mark; and
 - c) The right to recover damages for any and all past infringement.
3. Assignee is a successor to the entire portion of the Assignor's business to which the Mark pertains.
4. This Assignment includes the entire portion of the Assignor's business to which the Mark pertains.

Assignee hereby accepts the assignment and conveyance of the Mark.

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment as of the date first written above.


EYEBLASTER, INC. 

By: _____

Name: GAL TRIFON

Title: CEO

Date: Aug 17, 2009

EYEBLASTER, LTD. 

By: _____

Name: GAL TRIFON

Title: CEO

Date: Aug 17, 2009