

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                   |                       |  |                       |
|-----------------------------------|-----------------------|--|-----------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT        |  |                       |
| <b>NATURE OF CONVEYANCE:</b>      | CHANGE OF NAME        |  |                       |
| <b>CONVEYING PARTY DATA</b>       |                       |  |                       |
| <b>Name</b>                       | <b>Formerly</b>       | <b>Execution Date</b>                        | <b>Entity Type</b>    |
| Platform-A Inc.                   |                       | 10/01/2009                                   | CORPORATION: MARYLAND |
| <b>RECEIVING PARTY DATA</b>       |                       |  |                       |
| <b>Name:</b>                      | AOL Advertising, inc. |  |                       |
| <b>Street Address:</b>            | 26000 AOL Way         |  |                       |
| <b>City:</b>                      | Dulles                |  |                       |
| <b>State/Country:</b>             | VIRGINIA              |  |                       |
| <b>Postal Code:</b>               | 20166                 |  |                       |
| <b>Entity Type:</b>               | CORPORATION: MARYLAND |  |                       |
| <b>PROPERTY NUMBERS Total: 25</b> |                       |  |                       |
| <b>Property Type</b>              | <b>Number</b>         | <b>Word Mark</b>                             |                       |
| Registration Number:              | 3103034               | ACE DIRECT                                   |                       |
| Registration Number:              | 2912055               | ACE PRO                                      |                       |
| Registration Number:              | 2867009               | ACE SERVE                                    |                       |
| Registration Number:              | 3038496               | ADBID  |                       |
| Registration Number:              | 2514188               | ADLEARN                                      |                       |
| Registration Number:              | 2914052               | ADVERTISING.COM                              |                       |
| Registration Number:              | 2577256               | ADVERTISING.COM                              |                       |
| Registration Number:              | 3508629               | ADVERTISING.COM                              |                       |
| Registration Number:              | 3015152               | ENJOYSAVINGS                                 |                       |
| Registration Number:              | 3071991               | LEADBACK                                     |                       |
| Registration Number:              | 3316309               | LEADBACK.COM                                 |                       |
| Registration Number:              | 2989045               | MATCHLINK                                    |                       |
| Registration Number:              | 2972894               | MAXIMIZING THE POWER OF INTERNET ADVERTISING |                       |
| Registration Number:              | 2872025               | OPTIGENCE                                    |                       |

OP \$640.00 3103034

|                      |          |                                     |
|----------------------|----------|-------------------------------------|
| Registration Number: | 3445941  | OUT SEARCH                          |
| Registration Number: | 3441530  | OUTSEARCH                           |
| Registration Number: | 3533871  | PUBACCESS                           |
| Registration Number: | 3640584  | SHOWFLAKE                           |
| Registration Number: | 2858219  | THE DOT COM OF INTERNET ADVERTISING |
| Registration Number: | 2827831  | VISITORBID                          |
| Registration Number: | 3500018  | WIDGNET                             |
| Serial Number:       | 77578055 | AD.COM                              |
| Serial Number:       | 77294187 | WE MAKE THE WORLD CLICK             |
| Serial Number:       | 77294207 | WE MAKE THE WORLD CLICK             |
| Serial Number:       | 77294198 | WE MAKE THE WORLD CLICK             |

**CORRESPONDENCE DATA**

Fax Number: (202)857-6395  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202 715 8409  
Email: henrye@arentfox.com  
Correspondent Name: Jason Mazur  
Address Line 1: 1050 Connecticut Avenue, NW  
Address Line 2: Arent Fox LLP  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

|                         |                                 |
|-------------------------|---------------------------------|
| ATTORNEY DOCKET NUMBER: | 19428/488                       |
| NAME OF SUBMITTER:      | E.T. Henry/Trademark Specialist |
| Signature:              | /E.T. Henry/                    |
| Date:                   | 11/09/2009                      |

**Total Attachments: 3**  
source=PLATFORM-A INC MD AMENDMENT FILING#page1.tif  
source=PLATFORM-A INC MD AMENDMENT FILING#page2.tif  
source=PLATFORM-A INC MD AMENDMENT FILING#page3.tif

State of Maryland  
Department of  
Assessments and Taxation

Charter Division



Martin O'Malley  
Governor

C. John Sullivan, Jr.  
Director

Paul B. Anderson  
Administrator

Date: 09/24/2009

CORPORATION SERVICE COMPANY  
STE 1660  
7 ST. PAUL STREET  
BALTIMORE MD 21202

THIS LETTER IS TO CONFIRM ACCEPTANCE OF THE FOLLOWING FILING:

ENTITY NAME : AOL ADVERTISING INC.  
DEPARTMENT ID : D05066170  
TYPE OF REQUEST : ARTICLES OF AMENDMENT / NAME CHANGE  
DATE FILED : 09-24-2009  
TIME FILED : 12:04 PM  
RECORDING FEE : \$100.00  
EXPEDITED FEE : \$70.00  
COPY FEE : \$22.00  
FILING NUMBER : 1000361998667467  
CUSTOMER ID : 0002332165  
WORK ORDER NUMBER : 0001775203

PLEASE VERIFY THE INFORMATION CONTAINED IN THIS LETTER. NOTIFY THIS DEPARTMENT  
IN WRITING IF ANY INFORMATION IS INCORRECT. INCLUDE THE CUSTOMER ID AND THE WORK  
ORDER NUMBER ON ANY INQUIRIES.

Charter Division  
Baltimore Metro Area (410) 767-1350  
Outside Metro Area (888) 246-5941

301 West Preston Street-Room 801-Baltimore, Maryland 21201-2395  
Telephone (410)767-4950 / Toll free in Maryland (888)246-5941  
MRS (Maryland Relay Service) (800)735-2258 TT/Voice- Fax (410)333-7097  
Website: [www.dat.state.md.us](http://www.dat.state.md.us)

0006004578

CACCPY

TRADEMARK  
REEL: 004093 FRAME: 0376

**ARTICLES OF AMENDMENT  
TO THE  
AMENDED AND RESTATED CHARTER  
OF  
PLATFORM-A INC.**

Platform-A Inc., a Maryland corporation, hereby certifies to the State Department of Assessments and Taxation of Maryland that:

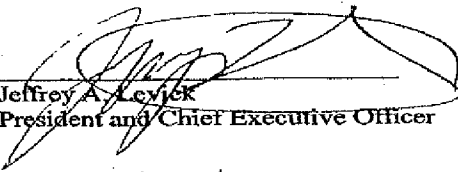
1. The Amended and Restated Charter of Platform-A Inc. is hereby amended by deleting Article First in its entirety and replacing it with the following (the "Amendment"):

"FIRST: The name of the corporation (which is hereinafter called the "Corporation") is AOL Advertising Inc."

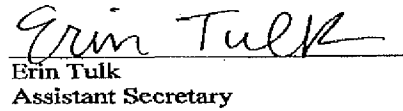
2. This amendment of the Amended and Restated Charter of the Corporation has been approved, pursuant to Section 2-605 of the General Corporation Law of the State of Maryland, by the board of directors of the Corporation.

3. This amendment of the Amended and Restated Charter of the Corporation has an effective date of October 1, 2009.

We, the undersigned President and Assistant Secretary swear under penalties of perjury that the foregoing is a corporate act.

  
Jeffrey A. Levick  
President and Chief Executive Officer

Date: 9/24/09

  
Erin Tulk  
Assistant Secretary

Date: 9/24/09

CUST ID:0002332165  
WORK ORDER:0001775203  
DATE:09-24-2009 01:51 PM  
AMT. PAID:\$192.00

*effective Oct 1, 2009*


NOV 11 2009 10 51 AM

STATE OF MARYLAND  
DEPARTMENT OF ASSESSMENTS AND TAXATION

222423v1

STATE OF MARYLAND

I hereby certify that this is a true and complete copy of the page document on file in this office. DATED: 9-24-09

BY:  , Custodian

This stamp replaces our previous Certification system. Effective: 6/09

# CORPORATE CHARTER APPROVAL SHEET

**\*\*EXPEDITED SERVICE\*\***

**\*\* KEEP WITH DOCUMENT \*\***

DOCUMENT CODE D9A BUSINESS CODE \_\_\_\_\_

005066170

Close \_\_\_\_\_ Stock \_\_\_\_\_ Nonstock \_\_\_\_\_

C.A. \_\_\_\_\_ Religious \_\_\_\_\_

Merging (Transferor) \_\_\_\_\_

Surviving (Transferee) \_\_\_\_\_

Affix Barcode Label Here

Affix Barcode Label Here

New Name AOL Advertising Inc.

### FEES REMITTED

Base Fee: 100  
Org. & Cap. Fee: \_\_\_\_\_  
Expedite Fee: 70  
Penalty: \_\_\_\_\_  
State Recordation Tax: \_\_\_\_\_  
State Transfer Tax: \_\_\_\_\_  
Certified Copies  
Copy Fee: ap 20  
Certificates  
Certificate of Status Fee: \_\_\_\_\_  
Personal Property Filings: \_\_\_\_\_  
Mail Processing Fee: \_\_\_\_\_  
Other: \_\_\_\_\_  
TOTAL FEES: 192

Change of Name  
 Change of Principal Office  
 Change of Resident Agent  
 Change of Resident Agent Address  
 Resignation of Resident Agent  
 Designation of Resident Agent  
and Resident Agent's Address  
 Change of Business Code  
 Adoption of Assumed Name  
 Other Change(s)

Credit Card \_\_\_\_\_ Check  Cash \_\_\_\_\_

1 Documents on 1 Checks

Approved By: (10)

Keyed By: \_\_\_\_\_

COMMENT(S):

Code 871

Attention: \_\_\_\_\_

Mail: Name and Address

Stamp Work Order and Customer Number HERE

CUST ID: 0002332165  
WORK ORDER: 0001775203  
DATE: 09-24-2009 01:51 PM  
AMT. PAID: \$192.00