

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
W4 MESSAGING, INC.		09/21/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	THE ACTIVE NETWORK, INC.		
Street Address:	10182 TELESIS COURT, SUITE 300		
City:	SAN DIEGO		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3205949	PURESEND	
Registration Number:	3045214	ETRACKMAIL	
Registration Number:	3017641	PEXIBOX	
Registration Number:	3020257	PEXICAST	
Registration Number:	3020255	PEXICOM	
CORRESPONDENCE DATA			
Fax Number:	(949)855-6371		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-855-1246		
Email:	trademark@stetinalaw.com		
Correspondent Name:	BENJAMIN N. DIEDERICH		
Address Line 1:	75 ENTERPRISE, SUITE 250		
Address Line 4:	ALISO VIEJO, CALIFORNIA 92656		
ATTORNEY DOCKET NUMBER:	ACNET-000		

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**TRADEMARK
 REEL: 004097 FRAME: 0045**

NAME OF SUBMITTER:	BENJAMIN N. DIEDERICH
Signature:	/BND/
Date:	11/16/2009
Total Attachments: 2 source=Signed4WayMessagingAssignment#page1.tif source=Signed4WayMessagingAssignment#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is by and among W4 Messaging, Inc., a Delaware corporation ("Assignor") formerly known as Pexicom, Inc., a Delaware corporation having a place of business at 370 Lexington Avenue, suite 1201, New York, New York 10017, and The Active Network, Inc., a Delaware corporation having a place of business at 10182 Telesis Court, Suite 300, San Diego, California 92121 ("Assignee").

WHEREAS, Pexicom, Inc. adopted, used, and is the registrant and owner of record of the following United States Trademark Registrations (collectively the "Trademarks"):

"PURESEND" identified by U.S. Trademark Registration Number 3205949 covering goods and/or services in International Classes 38 and 42;

"ETRACKMAIL" identified by U.S. Trademark Registration Number 3045214 covering goods and/or services in International Class 42;

"PEXIBOX" identified by U.S. Trademark Registration Number 3017641 covering goods and/or services in International Class 38;

"PEXICAST" identified by U.S. Trademark Registration Number 3020257 covering goods and/or services in International Class 42; and

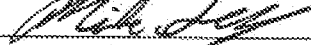
"PEXICOM" identified by U.S. Trademark Registration Number 3020255 covering goods and/or services in International Class 42.

WHEREAS, Pexicom, Inc. formally changed its name to W4 Messaging, Inc. in accordance with and as set forth in the records previously filed with the Delaware Department of State, Division of Corporations on such date as reflected in accordance with said agency's records.

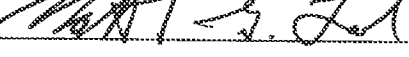
WHEREAS, Assignee has acquired assets of the Assignor, including the Trademarks, the entire business or portion thereof to which the Trademarks pertain, and the goodwill of the business symbolized by the Trademarks as of September 21, 2009, and wishes to hereby memorialize the assignment of the Trademarks to Assignee;

NOW, THEREFORE, in consideration of the foregoing recitals and such other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby affirm that it has assigned and transferred unto the Assignee all right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks as part of the entire business or portion thereof to which the Trademarks pertain.

ASSIGNOR: W4 Messaging, Inc.

By: 
Name: Mike Skelly
Title: CFO

ASSIGNEE: The Active Network, Inc.

By: 
Name: Matt Landa
Title: President