

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Search123.com Inc.		01/18/2010	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ValueClick, Inc.		
<b>Street Address:</b>	30699 Russell Ranch Road, Suite 250		
<b>City:</b>	Westlake Village		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91361		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2542720	SEARCH 123	
Registration Number:	2621771	SIMPLI.COM	
Registration Number:	2650985	SEARCH 123	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(415)882-3232		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(415) 882-3200		
Email:	tmparalegal@owe.com		
Correspondent Name:	Lawrence G. Townsend		
Address Line 1:	455 Market Street, Suite 1910		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	VALUE S90001		
NAME OF SUBMITTER:	Lawrence G. Townsend		
Signature:	/Lawrence G. Townsend/		

CH \$90.00 2542720

**900152433**

**TRADEMARK**  
**REEL: 004133 FRAME: 0518**

Date:

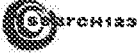
01/19/2010

Total Attachments: 1

source=VALUE S90001#page1.tif

**ASSIGNMENT OF UNITED STATES SERVICE MARK REGISTRATIONS**

Whereas, **Search123.com Inc.**, a California corporation, of 30699 Russell Ranch Road, Suite 250, Westlake Village, CA 91361 (Assignor), owns the following marks which are registered in the United States Patent and Trademark Office:

<u>Service Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SEARCH 123	2,650,985	November 19, 2002
SEARCH 123 & Design 	2,542,720	February 26, 2002
SIMPLI.COM	2,621,771	September 17, 2002

Whereas, **ValueClick, Inc.**, a Delaware corporation, of 30699 Russell Ranch Road, Suite 250, Westlake Village, CA 91361 (Assignee), is desirous of acquiring said marks and the registrations thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks and the above-identified registrations thereof.

Search123.com Inc.

Dated: 1/19/10

By 

Scott P. Barlow  
Vice President, General Counsel

S:\TM-DCMES\1-ASSIGN\SEARCH-Awt.wpd