

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eyeblaster Ltd.		06/02/2010	CORPORATION: ISRAEL
RECEIVING PARTY DATA			
Name:	MediaMind Technologies Ltd.		
Street Address:	25 Ha'haroshet Street		
City:	Ra'anana		
State/Country:	ISRAEL		
Postal Code:	43656		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3808126	MEDIAMIND	
Registration Number:	3801846	EYEBLASTER	
Registration Number:	3800724	MEDIAMIND	
Registration Number:	3711608	ACM	
Registration Number:	3692524	ACM	
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		

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ATTORNEY DOCKET NUMBER:	EYBL
DOMESTIC REPRESENTATIVE	
Name:	Harris A. Wolin
Address Line 1:	100 Headquarters Plaza
Address Line 2:	North Tower, 6th Floor
Address Line 4:	Morristown, NEW JERSEY 07960
NAME OF SUBMITTER:	Harris A. Wolin
Signature:	/Harris A. Wolin/
Date:	07/19/2010
Total Attachments: 2 source=2010-06-02 SH (name change)#page1.tif source=2010-06-02 SH (name change)#page2.tif	

**EYEBLASTER LTD.
UNANIMOUS WRITTEN CONSENT OF THE SOLE SHAREHOLDER**

The undersigned, being all the sole shareholders of Eyeblander Ltd., Israeli Company No. 51-283009-2 (the "**Company**" and the "**Board**"), does hereby waive all requirements for prior notice necessary for the adoption of the following resolutions, and do hereby adopt the following resolutions in accordance with its Articles of Association:

Change of Name

WHEREAS, on June 1, 2010 the Board of Directors of the Company, approved a change of name of the Company to "*MediaMind Technologies Ltd.*"

RESOLVED, to approve the change of name of the Company as follows:

in English: "*MediaMind Technologies Ltd.*";

in Hebrew: "*מדיהמינד טכנולוגיות בע"מ*";

or any other similar name approved by the Israeli Companies Registrar;

RESOLVED, to amend the Company's Articles of Association, to reflect the change of the Company's name; and

RESOLVED, to authorize each of Gal Trifon, CEO and President, and Vered Raviv-Schwarz, General Counsel to sign and execute any and all documents required in connection with the change of name.

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General Authority

RESOLVED, that consistent with the foregoing resolutions, each Proper Officer of the Company (as defined below), hereby is authorized and directed, in the name and on behalf of the Company, to do all things, to take all such actions, and to execute, deliver and file all such other instruments, reports, documents, and regulatory and other notices as may be determined by such officer to be necessary or appropriate in effecting all or any of the foregoing resolutions (such determination to be conclusively, but not exclusively, evidenced by the taking of such actions or the execution, delivery, and filing of such instruments, reports, documents, or regulatory or other notices by such officers without any further action or approval by this Board of Directors of the Company);

RESOLVED, that this consent in lieu of a meeting of the Board shall be filed in the minute book of the Company; and

RESOLVED, that for the purposes of all of the foregoing resolutions, the phrase "Proper Officers" shall include Gal Trifon, CEO and President, and Ofer Zadikario, Chief Solutions Officer.

IN WITNESS WHEREOF, the undersigned have executed and delivered this consent of members of the Board, effective as of June 2, 2010. This consent may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument, as of the dates set forth below. Facsimile signatures shall be acceptable as originals.



Eyeblander, Inc.

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