

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
The Better Advertising Project, Inc.		01/12/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Evidon, Inc.		
Street Address:	28 West 44th Street, Suite 800		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85137448	EVIDON	
Serial Number:	85165889	EVIDON INFORM	
CORRESPONDENCE DATA			
Fax Number:	(202)842-7899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2028427800		
Email:	trademarks@cooley.com		
Correspondent Name:	Peter J. Willsey		
Address Line 1:	777 6th St., N.W., Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
ATTORNEY DOCKET NUMBER:	313003-20000		
NAME OF SUBMITTER:	Susan Mobley		
Signature:	/Susan Mobley/		
Date:	02/22/2011		

CH \$65.00 85137448

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TRADEMARK
 REEL: 004483 FRAME: 0618

Total Attachments: 0

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