

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																	
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:30%;">Formerly</th> <th style="width:15%;">Execution Date</th> <th style="width:25%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>MIVA, Inc.</td> <td></td> <td>03/12/2009</td> <td>CORPORATION: DELAWARE</td> </tr> <tr> <td>B & B Advertising, Inc.</td> <td></td> <td>03/12/2009</td> <td>CORPORATION: DELAWARE</td> </tr> <tr> <td>MIVA (UK) Limited</td> <td></td> <td>03/12/2009</td> <td>CORPORATION: UNITED KINGDOM</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	MIVA, Inc.		03/12/2009	CORPORATION: DELAWARE	B & B Advertising, Inc.		03/12/2009	CORPORATION: DELAWARE	MIVA (UK) Limited		03/12/2009	CORPORATION: UNITED KINGDOM
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PROPERTY NUMBERS Total: 2																	
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Registration Number:	2462416	FINDWHAT.COM															
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CORRESPONDENCE DATA																	
<p>Fax Number: (925)226-4995 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 610-892-9942 Email: gerry@elman.com Correspondent Name: Gerry J. Elman Address Line 1: PO Box 209 Address Line 4: Swarthmore, PENNSYLVANIA 19081</p>																	
ATTORNEY DOCKET NUMBER:	ADK1.049T & ADK1.050T																

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**TRADEMARK
 REEL: 004560 FRAME: 0957**

NAME OF SUBMITTER:	Scott R. Powell
Signature:	/ScottRylanPowell/
Date:	06/14/2011
Total Attachments: 5 source=redacted-assignment-miva_inc_to_u.s._acq_sub-20110614#page1.tif source=redacted-assignment-miva_inc_to_u.s._acq_sub-20110614#page2.tif source=redacted-assignment-miva_inc_to_u.s._acq_sub-20110614#page3.tif source=redacted-assignment-miva_inc_to_u.s._acq_sub-20110614#page4.tif source=redacted-assignment-miva_inc_to_u.s._acq_sub-20110614#page5.tif	

ASSET PURCHASE AGREEMENT

ASSET PURCHASE AGREEMENT, dated as of March 12, 2009 (this "Agreement"), among MIVA, Inc., a Delaware corporation (the "MIVA"), B & B Advertising, Inc., a Delaware corporation ("B&B"), MIVA (UK) Limited, a company formed under the laws of England and Wales ("MIVA (UK)"), collectively with MIVA and B&B, the "Sellers" and each a "Seller") U.S. Acquisition Sub, Inc., a Delaware corporation (the "U.S. Acquisition Sub"), Ajax Media Ltd., a company formed under the laws of England and Wales (the "European Acquisition Sub," collectively with the U.S. Acquisition Sub, the "Acquisition Subs"), and Adknowledge, Inc., a Delaware corporation ("Adknowledge," collectively with the Acquisition Subs, the "Buyers" and each a "Buyer").

RECITALS

A. The Sellers are engaged among other things, in the business of owning and operating a pay-per-click network connecting advertisers and third party publishers (the "Media Business") in North America (the "U.S. Media Business") and Europe (the "European Media Business") both directly and through Subsidiaries.

B. The Sellers wish to sell to (i) the U.S. Acquisition Sub, and the U.S. Acquisition Sub wishes to purchase from the Sellers, the entire U.S. Media Business, and in connection therewith the U.S. Acquisition Sub is willing to assume the U.S. Assumed Liabilities, and (ii) the European Acquisition Sub, and the European Acquisition Sub wishes to purchase from the Sellers, the entire European Media Business, and in connection therewith the European Acquisition Sub is willing to assume the European Assumed Liabilities, in each case, upon the terms and subject to the conditions set forth herein.

AGREEMENT

In consideration of the foregoing and the mutual covenants and agreements herein contained, and intending to be legally bound hereby, the parties agree as follows:

ARTICLE I DEFINITIONS

Section 1.1 Certain Defined Terms. For purposes of this Agreement:

"Action" means any claim, action, suit, arbitration or proceeding by or before any Governmental Authority, or any other litigation, arbitration, mediation or similar proceeding.

"Affiliate" means, with respect to any Person, any other Person that directly, or indirectly through one or more intermediaries, controls, is controlled by, or is under common control with, such first Person.

"Ancillary Agreements" means the Transition Services Agreement, the Premises License Agreement, the Intellectual Property Assignment, the Assignment and Assumption

[***] = Confidential treatment requested for redacted portion; redacted portion has been filed separately with the Securities and Exchange Commission.

TRADEMARK

IN WITNESS WHEREOF, the Sellers and the Buyers have caused this Agreement to be executed as of the date first written above by their respective officers thereunto duly authorized.

MIVA, INC.

By: /s/ Peter A. Corrao
Name: Peter A. Corrao
Title: Chief Executive Officer

B&B ADVERTISING, INC.

By: /s/ Peter A. Corrao
Name: Peter A. Corrao
Title: Chief Executive Officer

MIVA (UK) LIMITED

By: /s/ Peter A. Corrao
Name: Peter A. Corrao
Title: Director

ASSET PURCHASE AGREEMENT SIGNATURE PAGE

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TRADEMARK

U.S. ACQUISITION SUB, INC.

By: /s/ Scott Lynn
Name: Scott Lynn
Title: President

AJAX MEDIA LTD.

By: /s/ Scott Lynn
Name: Scott Lynn
Title: Director

ADKNOWLEDGE, INC.



By: /s/ Scott Lynn
Name: Scott Lynn
Title: Chief Executive Officer

ASSET PURCHASE AGREEMENT SIGNATURE PAGE

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TRADEMARK

UNITED STATES FEDERAL TRADEMARK APPLICATIONS / REGISTRATIONS

<u>Mark</u>	<u>App. No. / App. Date</u>	<u>Reg. No. / Reg. Date</u>	<u>Current Owner</u>
TRAFFICANALYST (Supplemental Register)	78/226,945 3/18/03	2,849,943 6/01/04	B&B Advertising, Inc.
SEARCHFEED	78/226,931 3/18/03	2,951,327 5/17/05	B&B Advertising, Inc.
WORD MASTER	76/535,702 7/29/03	3,022,414 12/06/05	E-Spotting Limited
MIVA INLINE	78/944,933 8/04/06	3,503,165 9/16/08	MIVA Small Business Solutions, Inc.
MIVA	75/371,296 10/10/97	2,225,424 2/23/99	MIVA Small Business Solutions, Inc.
MIVA MERCHANT	78/592,979 3/23/05	3,119,681 7/25/06	MIVA Small Business Solutions, Inc.
MIVA MARKETPLACE	78/686,752 8/05/05	3,144,895 9/19/06	MIVA Small Business Solutions, Inc.
MIVACENTRAL	78/493,151 10/01/04	3,179,269 12/05/06	MIVA Small Business Solutions, Inc.
MIVACENTRAL	78/492,440 9/30/04	3,182,540 12/12/06	MIVA Small Business Solutions, Inc.
	78/589,218 3/17/05	3,254,184 6/19/07	MIVA Small Business Solutions, Inc.
MIVA	78/589,227 3/17/05	3,254,185 6/19/07	MIVA Small Business Solutions, Inc.
	78/589,252 3/17/05	3,254,186 6/19/07	MIVA Small Business Solutions, Inc.
FINDWHAT.COM	75/651,445 3/10/99	2,462,416 6/19/01	MIVA, Inc.
FIND WHAT YOU'RE LOOKING FOR	75/680,567 5/06/99	2,493,181 9/25/01	MIVA, Inc.
TRAFFICBUILDER (Supplemental Register)	78/249,690 5/14/03	2,878,070 8/24/04	MIVA, Inc.

<u>Mark</u>	<u>App. No. / App. Date</u>	<u>Reg. No. / Reg. Date</u>	<u>Current Owner</u>
BIDOPTIMIZER	78/249,667 5/14/03	2,893,286 10/12/04	MIVA, Inc.
AUTO BID (Supplemental Register)	78/249,711 5/14/03	2,896,470 10/19/04	MIVA, Inc.
CRUISE CONTROL	78/249,700 5/14/03	2,899,567 11/02/04	MIVA, Inc.
AUTOREPLENISH	78/249,685 5/14/03	2,901,597 11/09/04	MIVA, Inc.
ADANALYZER	78/249,708 5/14/03	2,901,598 11/09/04	MIVA, Inc.
BUSINESSBUILDER	78/249,681 5/14/03	2,904,802 11/23/04	MIVA, Inc.
PERFORMANCE-DRIVEN MARKETING	78/249,655 5/14/03	2,954,712 5/24/05	MIVA, Inc.
FINDWHAT.COM	78/318,902 10/27/03	2,964,997 7/05/05	MIVA, Inc.
INTELLIMAP	78/337,404 12/06/03	3,032,917 12/20/05	MIVA, Inc.
ADREVENUE XPRESS	78/492,518 9/30/04	3,188,692 12/26/06	MIVA, Inc.