

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
Dotomi, Inc.		08/31/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Dotomi, LLC		
Street Address:	168 N. Clinton St., 4th Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60661		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3594120	ADTOPIA	
Registration Number:	4016380	DOTOMI	
Registration Number:	3276082	DOTOMI	
Registration Number:	3672497	EXACCT	
Registration Number:	4039462	TRADEADVANTAGE	
Serial Number:	85409900	DOTOMI MOTIVATORS	
Serial Number:	85083189	PROMOBUILDER	
CORRESPONDENCE DATA			
Fax Number:	(312)896-7422		
Phone:	3124775426		
Email:	slawton@dotomi.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Sarah Lawton		
Address Line 1:	168 N. Clinton St., 4th Floor		
Address Line 4:	Chicago, ILLINOIS 60661		

OP \$190.00 3594120

NAME OF SUBMITTER:	Sarah Lawton
Signature:	/Sarah Lawton/
Date:	10/31/2011
Total Attachments: 3 source=Certificate of Merger#page1.tif source=Certificate of Merger#page2.tif source=Certificate of Merger#page3.tif	

Delaware

PAGE 1

The First State

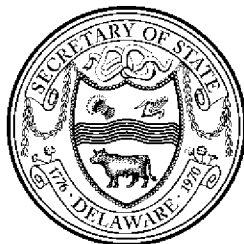
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"DOTOMI, INC.", A DELAWARE CORPORATION,
WITH AND INTO "VIPER SUBSIDIARY, LLC" UNDER THE NAME OF
"DOTOMI, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND
EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED
AND FILED IN THIS OFFICE THE THIRTY-FIRST DAY OF AUGUST, A.D.
2011, AT 2:59 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE
KENT COUNTY RECORDER OF DEEDS.

5018202 8100M

110969499



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9003552

DATE: 08-31-11

TRADEMARK
REEL: 004652 FRAME: 0787

CERTIFICATE OF MERGER

OF

DOTOMI, INC.,

WITH AND INTO

VIPER SUBSIDIARY, LLC

The undersigned Viper Subsidiary, LLC, a Delaware limited liability company, DOES HEREBY CERTIFY:

FIRST: The constituent business entities participating in the merger herein certified are:

- (i) Dotomi, Inc., which is incorporated under the laws of the State of Delaware; and
- (ii) Viper Subsidiary, LLC, which is organized under the laws of the State of Delaware.

SECOND: The Agreement and Plan of Merger and Reorganization, dated as of August 31, 2011 (the "**Agreement and Plan of Merger**"), by and between Dotomi, Inc., a Delaware corporation and a wholly-owned subsidiary of ValueClick, Inc. ("**ValueClick**"), and Viper Subsidiary, LLC, a Delaware limited liability company and a wholly-owned subsidiary of ValueClick, has been approved, adopted, certified, executed and acknowledged by each of the constituent entities in accordance with the provisions of Section 18-209(b) of the Delaware Limited Liability Company Act and in accordance with the provisions of Section 251(c) of the General Corporation Law of the State of Delaware.

THIRD: The name of the surviving limited liability company in the Merger herein certified is Viper Subsidiary, LLC, which will continue its existence as said surviving limited liability company under the name Dotomi, LLC upon the effective date of said Merger pursuant to the provisions of the Delaware Limited Liability Company Act (the "**Surviving Company**").

FOURTH: That upon consummation of the Merger, the name of Surviving Company shall be changed to Dotomi, LLC.

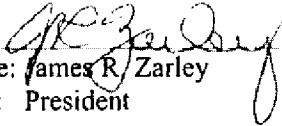
FIFTH: This Certificate of Merger, and the Merger, shall become effective at the time this Certificate of Merger is filed with the Secretary of State of the State of Delaware in accordance with the provisions of Section 103, Section 251(c) and Section 264 of the General Corporation Law of the State of Delaware.

SIXTH: The executed Agreement and Plan of Merger is on file at the office and place of business of the Surviving Company at 30699 Russell Ranch Road, Suite 250, Westlake Village, California 91362.

SEVENTH: A copy of the Agreement and Plan of Merger will be furnished by the Surviving Company, on request and without cost, to any stockholder or member of the constituent companies.

IN WITNESS WHEREOF, the Surviving Company has caused this certificate to be signed by an authorized officer on August 31, 2011.

VIPER SUBSIDIARY, LLC

By: 
Name: James R. Zarley
Title: President

[Signature Page to Certificate of Merger]