

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			
Name	Formerly	Execution Date	Entity Type
Blue Moon Marketing, Inc.		05/19/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DTR Advertising, Inc.		
Street Address:	225 Cedar Hill Street		
City:	Marlborough		
State/Country:	MASSACHUSETTS		
Postal Code:	01752		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2620796	MEDIATRAK	
CORRESPONDENCE DATA			
Fax Number:	(415)591-1400		
Phone:	415-591-1000		
Email:	trademarksSF@winston.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:	Becky Troutman, c/o Winston & Strawn LLP		
Address Line 1:	101 California Street		
Address Line 2:	Suite 3900		
Address Line 4:	San Francisco, CALIFORNIA 94111-5894		
ATTORNEY DOCKET NUMBER:	086014.00001		
NAME OF SUBMITTER:	Becky L. Troutman		
Signature:	/Becky L. Troutman/		
Date:	12/20/2011		
Total Attachments: 1 source=Blue Moon-DTR Advertising-Assignment-Executed#page1.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made this 19th day of May, 2011, by and between BLUE MOON MARKETING, INC., a Delaware corporation with an address c/o Maria Eden, located at 794 North Valley Road, Paoli, PA 19301 ("Assignor"), and DTR ADVERTISING, INC, a Delaware corporation with an address of 225 Cedar Hill Street, Marlborough, MA 01752.

WHEREAS, Assignor is the owner of the trademark for MEDIATRAK and all goodwill associated therewith as identified in U.S. Trademark Registration No. 2620796 as registered on February 25, 2011 (the "Mark"); and

WHEREAS, in consideration of and pursuant to that certain Purchase Agreement dated May 19, 2011 (the "Agreement") by and between Assignor and Assignee, Assignor has agreed to sell, convey, transfer and assign to Assignee all of Assignor's right title and interest in and to the Mark, all of the goodwill associated with the Mark and the associated trademark registration for the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Mark, all choses in action (including the right to bring suit for past infringement of the Mark), together with the goodwill associated therewith, and any applications and registrations for the Mark, including without limitation, U.S. Trademark Registration No. 2620796.

ASSIGNOR:

ASSIGNEE:

BLUE MOON MARKETING, INC.

DTR ADVERTISING, INC.

By: Campbell
Title

By: William A. Cunningham
Title
William A. Cunningham
SVP. Chief Financial Officer

TRADEMARK