

## 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: 3			
Property Type	Number	Word Mark	
Registration Number:	3919502	GHOSTERY	
Registration Number:	4008435	GHOSTERY	
Serial Number:	85073786		
CORRESPONDENCE DATA			
Fax Number:	(202)842-7899		
Phone:	202 842 7800		
Email:	trademarks@cooley.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:	Susan P. Christoff		
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:	01/17/2012
Total Attachments: 0	

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