

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
	24/7 Real Media, Inc.		02/01/2012
			PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	WPP Properties		
Street Address:	100 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	3064338	INSIGHT XE
	Registration Number:	3044454	INSIGHT ACT
CORRESPONDENCE DATA			
Fax Number:	(212)974-6955		
Phone:	2124684974		
Email:	jwildes@dglaw.com, tsuhay@dglaw.com, chinton@dglaw.com, trademarks@dglaw.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:	Joy J. Wildes, Esq.		
Address Line 1:	Davis & Gilbert LLP, 1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	22792-0002-000 (ASG CJH)		
NAME OF SUBMITTER:	Joy J. Wildes		
Signature:	/Joy J. Wildes/		
Date:	03/09/2012		
Total Attachments: 1 source=TM Assignment (INSIGHT ACT; INSIGHT XE)#page1.tif			

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ASSIGNMENT OF REGISTERED TRADEMARKS

WHEREAS, 24/7 Real Media, Inc. a Delaware corporation, located at 132 West 31st Street, New York, New York 10001 (hereinafter "Assignor") is the owner of the marks listed below which are registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
Insight XE	3,064,338	February 28, 2006
Insight ACT	3,044,454	January 17, 2006

WHEREAS, WPP Properties, a Delaware Partnership, and an affiliated entity of Assignor, having an address of 100 Park Avenue, New York, New York 10017 (hereinafter "Assignee") is desirous of acquiring said marks and registrations;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks and registrations, together with the goodwill of the business symbolized by the marks, and the above-identified registrations thereof, and all rights to damages or profits, due or accrued, arising out of infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment is executed effective as of February ____, 2012.

24/7 Real Media, Inc.

WPP Properties

By: Thomas O. Keenan
Name
Title:

By: Kevin Farewell
Kevin Farewell
Secretary, Senior Tax Counsel