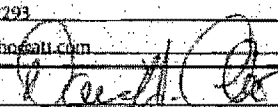


Form PTO-1594 (Rev. 03-11)
OMB Collection 0651-0027 (exp. 03/31/2012)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<p>1. Name of conveying party(ies): AT&T Intellectual Property Marketing, Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation- State: <u>Georgia</u> <input type="checkbox"/> Other _____</p> <p>Citizenship (see guidelines): _____ Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies) Additional names, addresses, or citizenship attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Name: <u>AT&T Intellectual Property II, L.P.</u> Internal Address: _____ Address: _____ Street Address: <u>645 East Plumb Lane</u> City: <u>Reno</u> State: <u>Nevada</u> Country: <u>USA</u> Zip: <u>89502</u></p> <p><input type="checkbox"/> Association Citizenship _____ <input type="checkbox"/> General Partnership Citizenship _____ <input checked="" type="checkbox"/> Limited Partnership Citizenship <u>Nevada</u> <input type="checkbox"/> Corporation Citizenship _____ <input type="checkbox"/> Other Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment)</p>
<p>3. Nature of conveyance / Execution Date(s): Execution Date(s) <u>4/5/2012</u></p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p>	
<p>4. Application number(s) or registration number(s) and identification or description of the Trademark. A. Trademark Application No. (s) _____ B. Trademark Registration No. (s) <u>3,822,244</u></p> <p style="text-align: right;">Additional sheet(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): MORE CALLS. MORE CLICKS. MORE RESULTS.</p>	
<p>5. Name & address of party to whom correspondence concerning document should be mailed: Name: <u>David J. Cho</u> Internal Address: _____ Street Address: <u>208 S. Akard Street</u> City: <u>Dallas</u> State: <u>Texas</u> Zip: <u>75202-4206</u> Phone Number: <u>214-757-3467</u> Fax Number: <u>214-746-2293</u> Email Address: <u>david.cho@att.com</u></p>	<p>6. Total number of applications and registrations involved: 1</p> <p>7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ <u>40.00</u></p> <p><input type="checkbox"/> Authorized to be charged to deposit account <input checked="" type="checkbox"/> Enclosed</p>
<p>B. Payment Information: Deposit Account Number _____ Authorized User Name _____</p>	
<p>9. Signature:  _____ 4/6/2012 Date <u>David J. Cho</u> Name of Person Signing</p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and document: 3</p>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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ASSIGNMENT

WHEREAS, AT&T Intellectual Property Marketing, Inc. (hereinafter "AT&T IP Marketing"), a corporation of the State of Georgia, having an address of 675 W. Peachtree Street NW, Atlanta, Georgia 30375, successor in interest to AT&T Delaware Intellectual Property, Inc. (hereinafter "AT&T Delaware IP"), is the owner of the trademark MORE CALLS. MORE CLICKS. MORE RESULTS. in connection with the services listed in the registration associated with the mark, namely, Registration No. 3,822,244 (hereinafter, the "Mark");

WHEREAS, pursuant to an Asset Contribution Agreement, AT&T Delaware IP contributed all trademarks that it owned to AT&T Intellectual Property II, L.P., a limited partnership of the State of Nevada and having an address of 645 East Plumb Lane, Reno, Nevada 89502 (hereinafter "AT&T Intellectual Property") and thereafter was merged with and into AT&T IP Marketing with AT&T IP Marketing as the surviving corporation;

WHEREAS, AT&T Intellectual Property has acquired all of AT&T IP Marketing's rights, title and interest in and to the Mark, the goodwill symbolized thereby, the business associated therewith and the United States registration for the Mark, and is desirous of making said acquisition of record.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, AT&T IP Marketing hereby transfers, assigns and conveys to AT&T Intellectual Property all rights, title and interest in and to the Mark and the goodwill symbolized thereby, the business associated therewith and the registration of the Mark.

Executed: April 5th, 2012

AT&T Intellectual Property Marketing, Inc.

By: 

Michael L. Bishop
Secretary and General Counsel