

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | | | |
|---|------------------------------------|----------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT | | |
| EFFECTIVE DATE: | 03/12/2009 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| MIVA AK, INC. | FORMERLY U.S. Aquisition Sub, Inc. | 05/10/2012 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Adknowledge, Inc. | | |
| Street Address: | 4600 Madison Avenue, 10th FL | | |
| City: | KANSAS CITY | | |
| State/Country: | MISSOURI | | |
| Postal Code: | 64112 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2849943 | TRAFFICANALYST | |
| Registration Number: | 2951327 | SEARCHFEED | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8169311769 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 8169311771 | | |
| Email: | ip@adknowledge.com | | |
| Correspondent Name: | Jerome R. Smith, Jr. | | |
| Address Line 1: | 4600 Madison Avenue, 10th FL | | |
| Address Line 4: | KANSAS CITY, MISSOURI 64112 | | |
| ATTORNEY DOCKET NUMBER: | ADK1.327T-B | | |
| NAME OF SUBMITTER: | Jerome R. Smith, Jr. | | |

CH \$65.00 2849943

TRADEMARK

| | |
|--|------------------------|
| Signature: | /Jerome R. Smith, Jr./ |
| Date: | 05/16/2012 |
| Total Attachments: 7 source=NUNC_PRO_TUNC_TRADEMARK_ASSIGNMENT_USAS_to_ADK_327T-b-20120510#page1.tif source=NUNC_PRO_TUNC_TRADEMARK_ASSIGNMENT_USAS_to_ADK_327T-b-20120510#page2.tif source=NUNC_PRO_TUNC_TRADEMARK_ASSIGNMENT_USAS_to_ADK_327T-b-20120510#page3.tif source=NUNC_PRO_TUNC_TRADEMARK_ASSIGNMENT_USAS_to_ADK_327T-b-20120510#page4.tif source=NUNC_PRO_TUNC_TRADEMARK_ASSIGNMENT_USAS_to_ADK_327T-b-20120510#page5.tif source=NUNC_PRO_TUNC_TRADEMARK_ASSIGNMENT_USAS_to_ADK_327T-b-20120510#page6.tif source=NUNC_PRO_TUNC_TRADEMARK_ASSIGNMENT_USAS_to_ADK_327T-b-20120510#page7.tif | |

NUNC PRO TUNC TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of the execution date listed below, from:

ASSIGNOR:

U.S. Acquisition Sub, Inc., now MIVA AK, Inc. (a Delaware Corporation)

4600 Madison Avenue, 10th Floor

Kansas City, MO 64112

a Delaware Corporation

(copies of the name change documents from U.S. Acquisition Sub, Inc. to MIVA AK, Inc. are attached hereto as Appendix A)

to,

ASSIGNEE:

Adknowledge, Inc.

4600 Madison Avenue, 10th Floor

Kansas City, MO 64112

a Delaware Corporation;

WHEREAS, ASSIGNOR is the owner of the U.S. and/or Foreign Trademark Applications and Trademark Registrations (Trademarks), collectively referred to hereinafter as the "Marks" as listed and described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the services and goods (collectively, "the services and goods") on which the Marks are used.

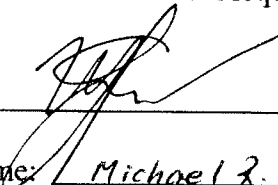
WHEREAS, ASSIGNOR desires to sell, convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, *nunc pro tunc*, effective as of March 12, 2009, including and together with: (1) the goodwill of the business relating to the services and goods for which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and, (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered his Assignment, as of the day and year first below written.

ASSIGNOR- U.S. Acquisition Sub, Inc., now MIVA AK, Inc.


by  _____
Name: Michael R. Geroe
Title: Secretary
Date: 5/10, 2012

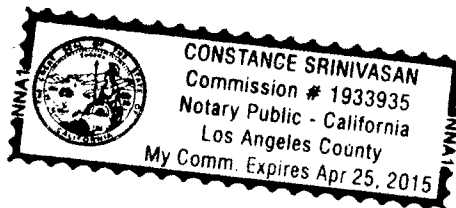
ACKNOWLEDGEMENT

State Of California)
County Of Los Angeles)

On May 10, 2012, before me, Constance Srinivasan Notary Public, personally appeared Michael R. Geese, proved to me on the basis of satisfactory evidence to be the person(s) whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.


Signature of Notary Public



[SEAL]

EXHIBIT A

B&B Advertising, Inc. - Trademarks

| <u>MARK</u> | <u>REG. NO./REG. DATE</u> | <u>REGISTER</u> |
|----------------|---------------------------|-----------------|
| TRAFFICANALYST | 2,849,943/ 1 JUNE 2004 | SUPPLEMENTAL |
| SEARCHFEED | 2,951,327/ 17 MAY 2005 | PRINCIPLE |

APPENDIX A

Name Change Documents from U.S. Acquisition Sub, Inc. to MIVA AK, Inc.

(3 Pages Total- Including This Page)

Delaware

PAGE 1

The First State

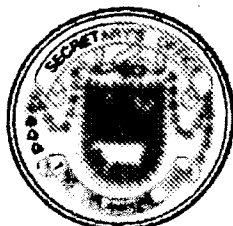
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "U.S. ACQUISITION SUB, INC.", CHANGING ITS NAME FROM "U.S. ACQUISITION SUB, INC." TO "MIVA AK, INC.", FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF MARCH, A.D. 2009, AT 3:45 O'CLOCK P.M.

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

4661445 8100

090275564

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7192327

DATE: 03-17-09

PATENT
REEL: 022751 FRAME: 0937
TRADEMARK
REEL: 004781 FRAME: 0431

STATE OF DELAWARE
CERTIFICATE OF AMENDMENT
OF CERTIFICATE OF INCORPORATION

U.S. Acquisition Sub, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation") does hereby certify:

FIRST: That pursuant to an action by unanimous written consent of the director without a meeting taken in accordance with Section 141 of the General Corporation Law of the State of Delaware, resolutions were duly adopted by the board of directors of the Corporation, setting forth a proposed amendment of the certificate of incorporation of the corporation, declaring said amendment to be advisable and calling a meeting of the sole stockholder of the Corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

NOW, THEREFORE, BE IT RESOLVED, that the Certificate of Incorporation of the Corporation be amended by changing the Article thereof numbered "ARTICLE I" so that, as amended, said Article shall be and read as follows:

ARTICLE I

The name of the corporation (which is hereinafter referred to as the "Corporation") is:

MIVA AK, Inc.

SECOND: That thereafter, in lieu of a meeting, the sole stockholder of the Corporation voted all issued and outstanding shares of capital stock of the Corporation in favor of the amendment pursuant to an action by written consent of the sole stockholder in lieu of a meeting taken in accordance with Section 228 of the General Corporation Law of the State of Delaware.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment of Certificate of Incorporation to be signed by Scott Lynn, an authorized officer, this 17th day of March, 2009.

By: 
Name: Scott Lynn
Title: President and Chief Executive Officer

RECORDED: 05/29/2009

RECORDED: 05/16/2012

PATENT
REEL: 022751 FRAME: 0938
TRADEMARK
REEL: 004781 FRAME: 0432