

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|----------------------------|----------|----------------|-----------------------|
| Donovan Data Systems, Inc. | | 06/18/2012 | CORPORATION: NEW YORK |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | Mediaocean LLC |
| Street Address: | 115 West 18th Street |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10011 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 8

| Property Type | Number | Word Mark |
|----------------------|---------|--------------------------|
| Registration Number: | 4024283 | IDESK |
| Registration Number: | 4030176 | MEDIAOCEAN |
| Registration Number: | 3645029 | BRANDOCEAN |
| Registration Number: | 2969578 | DDS |
| Registration Number: | 3000082 | DDS DONOVAN DATA SYSTEMS |
| Registration Number: | 2435167 | PROPOSER |
| Registration Number: | 2404130 | PROPOSER |
| Registration Number: | 1280227 | SPOTPAK |

CORRESPONDENCE DATA

Fax Number: 2029555564
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 202-419-2404
 Email: stephen.jeffries@hklaw.com
 Correspondent Name: Stephen J. Jeffries

OP \$215.00 4024283

Address Line 1: 2099 Pennsylvania Avenue, NW, Suite 100
Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

| | |
|--------------------|-----------------------|
| NAME OF SUBMITTER: | Stephen J. Jeffries |
| Signature: | /Stephen J. Jeffries/ |
| Date: | 06/18/2012 |

Total Attachments: 8

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TRADEMARK ASSIGNMENT

WHEREAS, Donovan Data Systems, Inc., a corporation organized and existing under the laws of the State of New York, having an address at 115 West 18th Street, New York, New York 10011 (hereinafter "Assignor"), is the owner of all right, title and interest in and to the registered and unregistered trademarks and service marks and the trademark and service mark applications and registrations identified in Exhibit A hereto (hereinafter, "the Marks and the Applications and Registrations"); and

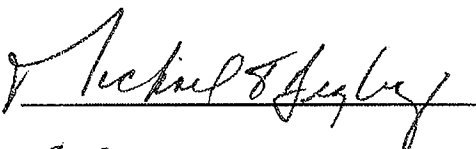
WHEREAS, Mediaocean LLC, a limited liability company organized and existing under the laws of the States of Delaware, having an address at 115 West 18th Street, New York, New York 10011 (hereinafter "Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Marks and the Applications and Registrations, together with the goodwill of the business symbolized by and associated with the Marks, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or such associated goodwill.


NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers and sets over to Assignee, without reservation, all of Assignor's right, title and interest in and to the Marks and the Applications and Registrations, the goodwill of the business symbolized by and associated with the Marks, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or such associated goodwill, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

This Trademark Assignment, effective as of the later of the signature dates set forth below, shall be binding upon the parties, their successors and assigns, and all other acting by, through, with or under their direction, and all those in privity with them.

DONOVAN DATA SYSTEMS, INC.

MEDIAOCEAN LLC

By: 

By: 

Title: CFO

Title: CFO

Date: 6/18/10

Date: 6/18/10

EXHIBIT A

Registered Marks

A. United States Patent and Trademark Office

| Mark | Date of First Use | App. Filing Date | App. Number | Reg. Date | Reg. Number | Status |
|---|-------------------|------------------|-------------|-------------|-------------|--|
| IDESK | 2008 | 21-JUN-2010 | 76703466 | 13-SEP-2011 | 4024283 | Registered |
| MEDIAOCEAN | 2004 | 21-JUN-2010 | 76703465 | 27-SEP-2011 | 4030176 | Registered |
| BRANDOCEAN | 2007 | 12-APR-2006 | 78859959 | 23-JUN-2009 | 3645029 | Registered |
| DDS | 1988 | 21-MAY-2004 | 76593390 | 19-JUL-2005 | 2969578 | Registered |
| DDS DONOVAN DATA SYSTEMS (in logo form) | 1988 | 21-MAY-2004 | 76593398 | 27-SEP-2005 | 3000082 | Registered |
| PROPOSER (and "running man" design) | 1998 | 06-MAR-2000 | 75936123 | 13-MAR-2001 | 2435167 | Registered Renewed 13-MAR-2011 |
| PROPOSER | 1998 | 01-DEC-1999 | 75860912 | 14-NOV-2000 | 2404130 | Registered Renewed 14-NOV-2010 |
| SPOTPAK | 1972 | 10-FEB-1983 | 73413118 | 29-MAY-1984 | 1280227 | Registered Renewed 18-NOV-2003 |

B. Canada

| Mark | Date of First Use | App. Filing Date | App. Number | Reg. Date | Reg. Number | Status |
|-------------|-------------------|------------------|-------------|-------------|-------------|---|
| BRANDOCLEAN | | 02-FEB-2011 | 151411400 | | | Pending Advertised 18-JAN - 2012 |
| DDS | 1988 | 21-JUL-2005 | 126641000 | 10-MAY-2007 | TMA687545 | Registered |

C. Community Trade Marks (European Union)

| Mark | Date of First Use | App. Filing Date | App. Number | Reg. Date | Reg. Number | Status |
|-----------------------|-------------------|------------------|-------------|-------------|-------------|------------|
| BRANDOCLEAN | | 01-FEB-2006 | 4872991 | 19-DEC-2006 | 4872991 | Registered |
| MEDBUYER | | 13-JUL-2001 | 2300762 | 16-DEC-2003 | 2300762 | Registered |
| DDS (in logo form) | | 12-MAR-1997 | 539759 | 13-OCT-2000 | 539759 | Registered |
| MEDIAOCEAN | | 7-OCT-2011 | 10325091 | 16-MAR-2012 | 10325091 | Registered |

D. Germany






| Mark | Date of First Use | App. Filing Date | App. Number | Reg. Date | Reg. Number | Status |
|-----------------------|-------------------|------------------|-------------|-------------|-------------|--|
| DDS (in logo form) | | 01-JAN-1995 | D 47278 | 21-JUL-1997 | 2913752 | Registered Renewed 01-FEB- 2005 |

E. United Kingdom





| Mark | Date of First Use | App. Filing Date | App. Number | Reg. Date | Reg. Number | Status |
|-------|-------------------|------------------|-------------|-------------|-------------|------------|
| D D S | | 10-DEC-1987 | 1329360 | 26-MAR-1993 | 1329360 | Registered |

Unregistered Marks


A. United States



| Mark | Explanatory Remarks |
|---|---|
| ACCENT | |
|  | A in logo form as used in connection with ACCENT mark |
| ADBUYER | |
|  | AD in logo form as used in connection with ADBUYER mark |
|  | Design form of BRANDOCEAN mark |
| DONOVAN DATA SYSTEMS | |
| MEDIA @ CEAN | Design form of MEDIAOCEAN mark |
| REPPAK | |
| SPOT DESKTOP | |
|  | S in logo form as used in connection with SPOT DESKTOP mark |
| STEWARD | |
|  | ST in logo form as used in connection with STEWARD mark |
| TECHNOLOGY FOR EFFICIENT ADVERTISING | |

B. Canada






| Mark | Explanatory Remarks |
|---|--|
| ACCENT | |
|  | A in logo form as used in connection with ACCENT mark |
| ADBUYER | |
|  | AD in logo form as used in connection with ADBUYER mark |
|  | Design form of BRANDOCEAN mark |
|  | D in logo form as used in connection with DDS DESKTOP mark |
| DDS DESKTOP | |
| DONOVAN DATA SYSTEMS | |
| IDESK | |
| TECHNOLOGY FOR EFFICIENT ADVERTISING | |




C. Germany

| Mark | Explanatory Remarks |
|---|--------------------------------|
| ACCENT | |
| ARROW | |
| BANK2000 | |
|  | Design form of BRANDOCEAN mark |
| CM PRINTER | |
| CONTROL MADE SIMPLE | Tagline for BRANDOCEAN mark |
| DAISY | |
| ECHO | |
| FLEXIBILL | |
| IDESK | |

| | |
|---|------------------------------------|
|  | Design form of IDESK mark |
| ITEMPO | |
| MEDIAACCOUNTING | |
| MEDIABASE | |
| MEDIAEXPLORER | |
|  | M and MEDIAEXPLORER in design form |
| PC MEDWRITER | |
| PC PAKS | |
| PIANO | |
| SCRIPT | |
| TEMPO | |
| THE HUB OF THE AGENCY | Tagline for MEDIAEXPLORER mark |
| TRANSFORMING DIGITAL CAMPAIGN MANAGEMENT | Tagline for IDESK mark |




D. Ireland

| Mark | Explanatory Remarks |
|---|------------------------------------|
| AF + | |
|  | AF + in design form |
| AMBASSADOR | |
|  | Design form of AMBASSADOR mark |
|  | Design form of BRANDOCLEAN mark |
| DONOVAN DATA SYSTEMS | |
| IDESK | |
|  | Design form of IDESK mark |
| MEDIAEXPLORER | |
|  | M and MEDIAEXPLORER in design form |

| | |
|---|--|
| MEDIAEXPLORER STATISTICS | |
|  | MS in design form as used in connection with MEDIAEXPLORER STATISTICS mark |
| ME + | |
|  | ME + in design form |
| MP + | |
|  | MP + in design form |
| TECHNOLOGY FOR EFFICIENT ADVERTISING | |

E. United Kingdom

| Mark | Explanatory Remarks |
|---|------------------------------------|
| AF + | |
|  | AF + in design form |
| AMBASSADOR | |
|  | Design form of AMBASSADOR mark |
|  | Design form of BRANDOCEAN mark |
| IDESK | |
|  | Design form of IDESK mark |
| MEDIAEXPLORER | |
|  | M and MEDIAEXPLORER in design form |
| MEDIAEXPLORER STATISTICS | |

| | |
|---|---|
|  | MS in design form as used in connection with MEDIAEXPLORER STATISTICS mark |
| ME + | |
|  | ME + in design form |
| MP + | |
|  | MP + in design form |
| TECHNOLOGY FOR EFFICIENT ADVERTISING | |

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