

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 | Entity Type |
| MEDIAPLEX SYSTEMS, INC. | | 10/06/2008 | CORPORATION: KENTUCKY |
| RECEIVING PARTY DATA | | | |
| Name: | MEDIABANK/MEDIAPLEX HOLDINGS, LLC | | |
| Street Address: | 5111 Commerce Crossings Drive | | |
| City: | Louisville | | |
| State/Country: | KENTUCKY | | |
| Postal Code: | 40229 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2567879 | ADEXPENSE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 5025811087 | | |
| | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| Phone: | 502-568-0225 | | |
| Email: | cstewart@fbtlaw.com | | |
| Correspondent Name: | Cynthia L. Stewart | | |
| Address Line 1: | 400 W. Market Street | | |
| Address Line 2: | 32nd Floor | | |
| Address Line 4: | Louisville, KENTUCKY 40202 | | |
| ATTORNEY DOCKET NUMBER: | MEDIAPLEX | | |
| NAME OF SUBMITTER: | Cynthia L. Stewart | | |
| Signature: | /Cynthia L. Stewart/ | | |

CH \$40.00 2567879

Date:

11/07/2012

Total Attachments: 2

source=Adexpense Assignment#page1.tif

source=Adexpense Assignment#page2.tif

ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, MEDIAPLEX SYSTEMS, INC., a Kentucky corporation ("Assignor") is the owner of the trademarks (the "Trademarks") listed in the attached Schedule A; and

WHEREAS, MEDIABANK/MEDIAPLEX HOLDINGS, LLC, a Delaware limited liability company ("Assignee"), desires to acquire the entire right, title and interest in, to and under said Trademarks and registrations.

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all right, title and interest in, to and under the Trademarks together with any and all related common law rights and goodwill of the business symbolized by the Trademarks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made ("Assignment").

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers therunto duly authorized.

MEDIAPLEX SYSTEMS, INC.

By: [Signature]
Name: William B. Hewitt
Title: President
Date: 10/2/08

STATE OF Kentucky)
COUNTY OF Jefferson) ss

Subscribed and sworn to before me this 6 day of Oct, 2008.

[Signature]
Notary Public

My Commission Expires: 10/3/2008

Schedule A

| PROPERTY | COUNTRY | STATUS | CLASS | APPLICANT'S ADDRESS | REGISTRATION DATE |
|-----------------|---------|--------------------------|----------|-----------------------|---------------------|
| ADEXPENSE | U.S. | REGISTERED | 35 | 75/689293 4/22/99 | 2587876 6/7/02 |
| ADLOCK | U.S. | RENEWED (REGISTERED) | 9 | 74/674222 5/15/95 | 2012832 10/29/96 |
| MEDIA DASHBOARD | U.S. | PENDING Intent to Use | 9 42 | 78/319120 10/27/03 | |
| ORDER VALET | U.S. | REGISTERED | 9 | 78/192541 12/9/02 | 2210538 2/3/04 |
| @DVAULT | U.S. | REGISTERED | 39 41 42 | 75/741703 6/30/99 | 2571875 5/21/02 |
| ADVVAULT | U.S. | REGISTERED | 35 39 | 75/267015 3/31/97 | 2286002 10/12/99 |
| ADWARE | U.S. | REGISTERED | 39 41 42 | 75/145927 8/5/96 | 2140173 3/3/98 |
| ADWARE.COM | U.S. | REGISTERED | 35 | 75/145928 8/5/96 | 2138322 2/24/98 |
| ADWARE | U.S. | RENEWED (REGISTERED) | 9 | 73/237076 11/13/81 | 1237133 5/16/83 |

CY00F31249003.1