

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
AdGooroo, LLC		12/20/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Competitive Media Reporting, LLC		
Street Address:	11 Madison Avenue		
Internal Address:	12th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3377647	ADGOOROO	
CORRESPONDENCE DATA			
Fax Number:	2124684888		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-468-4800		
Email:	bsinger@dglaw.com, jharris@dglaw.com, tsuhay@dglaw.com		
Correspondent Name:	Brooke Erdos Singer, Davis & Gilbert LLP		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	23770-0002-009-ASSN-JH		
NAME OF SUBMITTER:	Brooke Erdos Singer		
Signature:	/Brooke Erdos Singer/		

CH \$40.00 3377647

Date:

01/10/2013

Total Attachments: 4

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TRADEMARK ASSIGNMENT

December 20, 2012

WHEREAS, AdGooroo, LLC, a Delaware limited liability company, located at 730 W. Randolph Street, Chicago, IL 60661 (hereinafter "Assignor"), is the owner of the mark listed on the attached Schedule A (the "Mark") which is the subject of registration in the United States Patent and Trademark Office ("USPTO"); and

WHEREAS, Competitive Media Reporting, LLC, a Delaware limited liability company, located at 11 Madison Avenue, 12th Floor, New York, New York 10010 (hereinafter "Assignee"), pursuant to an Asset Purchase Agreement by and among the Assignor, the Assignee and the other parties named therein, is desirous of acquiring said Mark and said USPTO registration thereof, and the good will of the business in connection therewith;

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 Mark, together with the goodwill of the business symbolized by the Mark, and the USPTO registration thereof as listed on Schedule A, and all rights to damages or profits, due or accrued, arising out of past infringement of said Mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

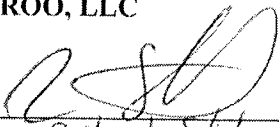
This Assignment may be executed in two or more counterparts, all of which taken together shall constitute one instrument.

* * * *

Signature Page Follows

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the date first above written.

ADGOOROO, LLC

By: 
Name: Richard Staker
Title: CEO

COMPETITIVE MEDIA REPORTING, LLC

By: _____
Name:
Title:

[Signature Page to Trademark Assignment Agreement]


TRADEMARK
REEL: 004940 FRAME: 0032

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the date first above written.

ADGOOROO, LLC

By: _____
Name:
Title:

COMPETITIVE MEDIA REPORTING, LLC

By:  _____
Name: AMY SILVERSTEIN
Title: CFO

Schedule A

Mark

ADGOOROO

Registration No.

3377647

Registration Date

February 5, 2008