

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
MediaWhiz Holdings, LLC		12/31/2012	LIMITED LIABILITY COMPANY: DELAWARE
InterMac Direct, LLC		12/31/2012	LIMITED LIABILITY COMPANY: DELAWARE
ScribeFire, Inc.		12/31/2012	CORPORATION: DELAWARE
Text Link Ads, LLC		12/31/2012	LIMITED LIABILITY COMPANY: DELAWARE
Monetizeit, LLC		12/31/2012	LIMITED LIABILITY COMPANY: DELAWARE
Global Resource Systems, LLC		12/31/2012	LIMITED LIABILITY COMPANY: DELAWARE
Filinet, LLC		12/31/2012	LIMITED LIABILITY COMPANY: DELAWARE
AuctionAds LLC		12/31/2012	LIMITED LIABILITY COMPANY: DELAWARE
MediaWhiz Holdings, Inc.		12/31/2012	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Matomy Media Group Ltd.
<b>Street Address:</b>	6 Hanechoshet St.
<b>City:</b>	Tel Aviv
<b>State/Country:</b>	ISRAEL
<b>Postal Code:</b>	69710
<b>Entity Type:</b>	COMPANY: ISRAEL

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Registration Number:	3065670	MEDIA WHIZ
Registration Number:	3363754	{A}N
Registration Number:	3807009	MONETIZEIT THE MEDIAWHIZ AFFILIATE NETWORK

OP \$365.00 3065670

Registration Number:	3817980	MONETIZEIT
Registration Number:	3806976	MW
Registration Number:	3817392	DEMAND MORE FROM YOUR MARKETING SPEND.
Registration Number:	3760745	MEDIAWHIZ
Registration Number:	3783215	MEDIA WHIZ DISPLAY
Registration Number:	3597346	REVIEW ME
Registration Number:	3597345	SHOPPING ADS
Registration Number:	3783194	MEDIA WHIZ SEARCH
Registration Number:	3694627	TEXT LINK ADS
Registration Number:	3488372	REVIEWME
Registration Number:	3888436	MEDIAWHIZ SEARCH

**CORRESPONDENCE DATA**

Fax Number: 2127540330  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: (212) 907-7300  
Email: rsilverman@golenbock.com  
Correspondent Name: Robin E. Silverman  
Address Line 1: 437 Madison Avenue  
Address Line 2: Golenbock Eiseman Assor Bell & Peskoe  
Address Line 4: New York, NEW YORK 10022

**DOMESTIC REPRESENTATIVE**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Robin E. Silverman
Signature:	/Robin E. Silverman/
Date:	02/08/2013

Total Attachments: 9  
source=mediawhiz#page1.tif  
source=mediawhiz#page2.tif  
source=mediawhiz#page3.tif  
source=mediawhiz#page4.tif  
source=mediawhiz#page5.tif  
source=mediawhiz#page6.tif  
source=mediawhiz#page7.tif

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source=mediawhiz#page9.tif

## TRADEMARK ASSIGNMENT

Each of MediaWhiz Holdings, LLC, a Delaware limited liability company ("MediaWhiz"), InterMac Direct, LLC, a Delaware limited liability company ("InterMac"), ScribeFire, Inc., a Delaware corporation ("ScribeFire"), Text Link Ads, LLC, a Delaware limited liability company ("Text Link"), Monetizeit, LLC, a Delaware limited liability company ("Monetizeit"), Global Resource Systems, LLC, a Delaware limited liability company ("Global Resource Systems"), Filinet, LLC, a Delaware limited liability company ("Filinet"), AuctionAds LLC, a Delaware limited liability company ("AuctionAds"), and MediaWhiz Holdings, Inc., a Delaware corporation ("Holdings"), each an "Assignor," and collectively "Assignors", for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, irrevocably assigns, transfers and conveys, effective as of January 1, 2013 (the "Effective Date"), free and clear of all liens, claims and encumbrances, unto Matomy Media Group, Ltd. ("Assignee") and its successors and assigns, all right, title and interest, whether now known or hereafter created, throughout the universe, in perpetuity, in and to all of the trademarks, service marks and trade names (along with any and all proprietary or other rights in any or all of such trademarks, service marks or trade names) held in the name of an Assignor, owned by an Assignor, and/or that were developed by or for an Assignor, or used by or in connection with any business of any of the Assignors, together with all goodwill symbolized by all such trademarks, service marks and trade names and/or attendant thereto (the "Trademarks"), together with any and all renewals and extensions thereof, along, in each case, to the full extent permitted by law, with any and all claims for past infringement, and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation of any right in or with respect to any of the Trademarks, whether prior to or subsequent to the Effective Date. The Trademarks include, without limitation, those Trademarks as to which a trademark registration has been issued by, or an application for a trademark registration therefor has been filed with, the United States Patent and Trademark Office in the name of or on behalf of any Assignor, including but not limited to those referred to on Schedule A annexed hereto.

TO HAVE AND TO HOLD the aforementioned properties, assets and rights unto Assignee, its successors and assigns, to and for its use forever.

Assignors shall promptly, upon the request of Assignee and/or any of its successors and assigns, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee and/or its successors and assigns may request to permit Assignee or any of its successors or assigns to record the assignment covered by this Assignment or any other documents, all as Assignee, or any of its successors or assigns, may reasonably deem necessary, appropriate or desirable to evidence or effectuate the terms or intent of this Assignment. Without limiting the foregoing, each of Assignors hereby irrevocably appoints Assignee and each of Assignee's successors and assigns, and each of the officers of any of them, signing singly, as attorney-in-fact with full power (and coupled with an interest), with full power of substitution, to be the true and lawful attorney of any or all of Assignors, in the name(s), place(s) and stead(s) of

any or all of Assignors, to execute, acknowledge, swear to and file all documents (including but not limited to any instrument(s) of assignment, transfer and/or conveyance) and to take all actions which Assignee deems necessary, appropriate or desirable to evidence or effectuate the intent of this Assignment.

*[signature pages follow]*

1676482.2

**TRADEMARK**  
**REEL: 004958 FRAME: 0471**

IN WITNESS WHEREOF, Assignors have caused this Assignment to be duly executed as of  
December 31, 2012.

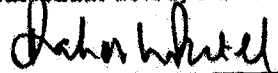
MediaWhiz Holdings, LLC

By:   
Name: Tom Lanzetta  
Title:

**ACKNOWLEDGEMENT**

State of NEW JERSEY )  
County of MERSEN ) ss:

On the 31st day of DECEMBER, in the year 2012, before me, the undersigned,  
personally appeared Tom Lanzetta, personally known to me or proved to me on the basis  
of satisfactory evidence to be the individual whose name is subscribed to the within instrument  
and acknowledged to me that he/she executed the same in his/her official capacity, and that by  
his/her signature on the instrument, the individual, or the person upon behalf of which the  
individual acted, executed the instrument.

  
Notary Public

**RAKESH PATEL  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES OCT. 4, 2014**

1676479.2

AuctionAds LLC

By: Tom Lanzetta  
Name: Tom Lanzetta  
Title:

**ACKNOWLEDGEMENT**

State of NEW JERSEY  
County of MERCER ) ss:

On the 21st day of DECEMBER, in the year 2012, before me, the undersigned, personally appeared Tom Lanzetta, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Rakesh Patel

Notary Public  
RAKESH PATEL  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES OCT. 4, 2014

MediaWhiz Holdings, Inc.,

By: Tom Lanzetta  
Name: Tom Lanzetta  
Title:

**ACKNOWLEDGEMENT**

State of NEW JERSEY  
County of MERCER ) ss:

On the 21st day of DECEMBER, in the year 2012, before me, the undersigned, personally appeared Tom Lanzetta, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Rakesh Patel

Notary Public  
RAKESH PATEL  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES OCT. 4, 2014

Global Resource Systems, LLC

By: Tom Lanzetta

Name: Tom Lanzetta

Title:

ACKNOWLEDGEMENT

State of NEW JERSEY  
County of MERCER ) ss:

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Rakesh Patel

Notary Public

**RAKESH PATEL**  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES OCT. 4, 2014

Filinet, LLC

By: Tom Lanzetta

Name: Tom Lanzetta

Title:

ACKNOWLEDGEMENT

State of NEW JERSEY  
County of MERCER ) ss:

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Rakesh Patel

Notary Public

**RAKESH PATEL**  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES OCT. 4, 2014

TRADEMARK

REEL: 004958 FRAME: 0474



Text Link Ads, LLC

By: Tom Lanzetta  
Name: Tom Lanzetta  
Title:

ACKNOWLEDGEMENT

State of NEW JERSEY  
County of MERCER ) ss:

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Rakesh Patel  
Notary Public

RAKESH PATEL  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES OCT. 4, 2014

Monetizeit, LLC  
By: Tom Lanzetta  
Name: Tom Lanzetta  
Title:

ACKNOWLEDGEMENT

State of NEW JERSEY  
County of MERCER ) ss:

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Rakesh Patel  
Notary Public

RAKESH PATEL  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES OCT. 4, 2014

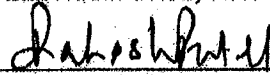
InterMac Direct, LLC

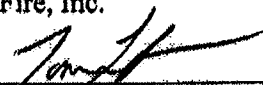
By:   
Name: Tom Lanzetta  
Title:

**ACKNOWLEDGEMENT**

State of NEW JERSEY  
County of MERCER ) ss:

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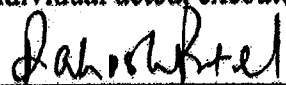
  
Notary Public  
**RAKESH PATEL**  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES OCT. 4, 2014

ScribeFire, Inc.  
By:   
Name: Tom Lanzetta  
Title:


**ACKNOWLEDGEMENT**

State of NEW JERSEY  
County of MERCER ) ss:

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Notary Public  
**RAKESH PATEL**  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES OCT. 4, 2014

Matomy Media Group Ltd.

By:   
Name: DRUCKER OFER      SAFFARI  
Title: CEO                      CEO

[Signature Page to Trademark Assignment]

**Schedule A**

	<u>Serial Number</u>	<u>Reg. Number</u>	<u>Word Mark</u>	<u>Check Status</u>	<u>Live/Dead</u>	<u>Logo</u>
1.	78563352	3065670	MEDIA WHIZ	TSDR	LIVE	Yes
2.	78917563		ADNET INTERACTIVE	TSDR	DEAD	
3.	78916868		AD {NET}	TSDR	DEAD	
4.	78916851	3363754	{A}N	TSDR	LIVE	Yes
5.	78563465	3182620	COREGISTRATIONS.COM	TSDR	LIVE	Yes
6.	77884377	3807009	MONETIZEIT THE MEDIA WHIZ AFFILIATE NETWORK	TSDR	LIVE	Yes
7.	77884318	3817980	MONETIZEIT	TSDR	LIVE	No
8.	77877395	3806976	MW	TSDR	LIVE	Yes
9.	77876799	3817392	DEMAND MORE FROM YOUR MARKETING SPEND.	TSDR	LIVE	No
10.	77791435	3760745	MEDIA WHIZ	TSDR	LIVE	No
11.	77379380		LONGTAIL NETWORK	TSDR	DEAD	
12.	77423880	3783215	MEDIA WHIZ DISPLAY	TSDR	LIVE	Yes
13.	77389201	3597346	REVIEW ME	TSDR	LIVE	Yes
14.	77389148	3597345	SHOPPING ADS	TSDR	LIVE	Yes
15.	77387612	3783194	MEDIA WHIZ SEARCH	TSDR	LIVE	Yes
16.	77386700	3694627	TEXT LINK ADS	TSDR	LIVE	Yes
17.	77377649		PUBPAL	TSDR	DEAD	
18.	77377470		SHOPPINGADS	TSDR	DEAD	
19.	77377157	3488372	REVIEWME	TSDR	LIVE	Yes
20.	77375720	3888436	MEDIA WHIZ SEARCH	TSDR	LIVE	Yes
21.	77375582		TEXT LINK ADS	TSDR	DEAD	

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