

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ValueClick, Inc.		09/30/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, National Association, as Administrative Agent		
Street Address:	3 Palo Alto Square, Suite 150		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94306		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4009434	GOCART	
CORRESPONDENCE DATA			
Fax Number:	4157735700		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	4157735759		
Email:	tgore@orrick.com		
Correspondent Name:	David Lin		
Address Line 1:	The Orrick Building, 405 Howard Street		
Address Line 2:	Orrick, Herrington & Sutcliffe LLP		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	1696.439		
NAME OF SUBMITTER:	David Lin		
Signature:	/David Lin/		

CH 4009434 \$40.00

Date:

04/15/2013

Total Attachments: 5

source=GoCart#page1.tif

source=GoCart#page2.tif

source=GoCart#page3.tif

source=GoCart#page4.tif

source=GoCart#page5.tif

GRANT OF SECURITY INTEREST

TRADEMARKS

THIS GRANT OF SECURITY INTEREST, dated as of **September 30, 2011** is executed by VALUECLICK, INC., a Delaware corporation (the "Grantor"), in favor of WELLS FARGO BANK, NATIONAL ASSOCIATION, as the Administrative Agent (in such capacity, the "Administrative Agent") for the financial institutions which are from time to time parties to the Credit Agreement referred to in Recital A below (collectively, the "Lenders").

A. Pursuant to that certain Credit Agreement, dated as of August 19, 2011 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), among ValueClick, Inc., as the Borrower, the Lenders and Administrative Agent, the Lenders have agreed to extend loans and other financial accommodations to the Grantor upon the terms and subject to the conditions set forth therein.

B. The Grantor has adopted, used and is using the trademarks, more particularly described on Schedules I-A and I-B annexed hereto and made a part hereof, which trademarks are registered or subject to an application for registration in the United States Patent and Trademark Office (collectively, the "Trademarks").

C. The Grantor and other entities that are a party thereto from time to time have entered into an Intellectual Property Security Agreement dated as of August 19, 2011 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement") in favor of the Administrative Agent (for the ratable benefit of the Administrative Agent, the Lenders, and any Affiliate of a Lender party to a Lender Rate Contract (as defined in the Credit Agreement or providing Lender Bank Products (as defined in the Credit Agreement))).

D. Pursuant to the Security Agreement, the Grantor has granted to the Administrative Agent (for the ratable benefit of the Administrative Agent, the Lenders, and any Affiliate of a Lender party to a Lender Rate Contract (as defined in the Credit Agreement) or providing Lender Bank Products (as defined in the Credit Agreement)) a security interest in all right, title and interest of the Grantor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including any and all causes of action which may exist by reason of infringement thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations, as defined in the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Grantor does hereby further grant to the Administrative Agent a security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

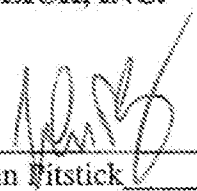
The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the security interest in the Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

The Administrative Agent's address is:

Wells Fargo Bank, National Association
3 Palo Alto Square Suite 150
Palo Alto, California 94306
Attention: L. Jamie Riggs
Tel. No. (650) 846-2423
Fax No. (650) 493-2053

IN WITNESS WHEREOF, the Grantor has caused this Grant of Security Interest to be executed as of the day and year first above written.

VALUECLICK, INC.

By: 
Name: John Pitstick
Title: Chief Financial Officer

SCHEDULE I-A TO GRANT OF SECURITY INTEREST

TRADEMARKS & COPYRIGHTS

NAME	OWNER	COUNTRY	STATUS	REG. NO.	REG. DATE
DOTOMI	Dotomi, LLC	USA	Assignment Pending	3,276,082	8/7/2007
ADTOPIA	Dotomi, LLC	USA	Assignment Pending	3,594,120	3/24/2009
www.dotomi.com	Dotomi,	VA 1-707- 663	Assignment Pending	Filing Date: 11/9/2009	
* GOCART	ValueClick, Inc.	USA	Registered	4,009,434	8/9/2011

PATENTS

PATENT NO.	OWNER	COUNTRY	STATUS	PROVISIO NAL DATE	UTILITY DATE
7756744	Dotomi, LLC	USA	Assignment Pending	7/31/2000	7/13/2010
137603 & 142100	Dotomi, LLC	Israel	Assignment Pending	3/19/2001	

PATENT APPLICATIONS

PATENT NO.	OWNER	COUNTRY	STATUS	REG. NO.	REG. DATE
11/575,597	Dotomi, LLC	USA	Assignment Pending	9/23/2004	
164265, PCT/IL2005/					
001015	Dotomi, LLC	Israel	Assignment Pending	9/23/2004	Israel 2005

SCHEDULE I-B TO GRANT OF SECURITY INTEREST

TRADEMARK APPLICATIONS

NAME	OWNER	COUNTRY	STATUS	APP. NO.	APP. DATE
DOTOMI (logo)	Dotomi, LLC	USA	Assignment Pending	77/796925	7/13/2010

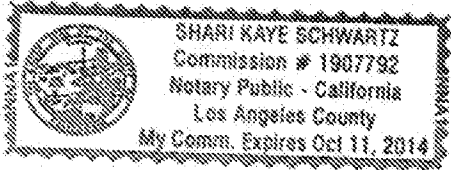
EXACCT	Dotomi, LLC	USA	Assignment Pending	77/665456	
TRADEADVANTAGE	Dotomi, LLC	USA	Assignment Pending	85/083,201	7/13/2010
PROMOBUILDER	Dotomi, LLC	USA	Assignment Pending	85/083,189	7/13/2010

ALL-PURPOSE ACKNOWLEDGMENT

STATE OF CALIFORNIA)
)
 COUNTY OF LOS ANGELES) ss.

On 11-14-2011 before me, SHARI KAYE SCHWARTZ, NOTARY PUBLIC
Date Name and Title of Officer (e.g. "Jane Doe, Notary Public")
 personally appeared JOHN PITZALIC
Name of Signer(s)

" personally known to me – OR – " proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.
Shari Kaye Schwartz
Signature of Notary Public

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

CAPACITY(IES) CLAIMED BY SIGNER(S)		DESCRIPTION OF ATTACHED DOCUMENT
<input type="checkbox"/> Individual		
<input type="checkbox"/> Corporate Officer		
_____	<small>Title(s)</small>	_____
		<small>Title or Type of Document</small>
<input type="checkbox"/> Partner(s)	<input type="checkbox"/> Limited	
	<input type="checkbox"/> General	
<input type="checkbox"/> Attorney-In-Fact		_____
<input type="checkbox"/> Trustee(s)		<small>Number of Pages</small>
<input type="checkbox"/> Guardian/Conservator		
<input type="checkbox"/> Other: _____		_____
		<small>Date of Document</small>
Signer is Representing: Name of Person(s) or Entity(ies)		
_____		_____
		<small>Signer(s) Other Than Named Above</small>
