

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
Adbrite, Inc.		06/07/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SiteScout Publisher Solutions, Inc.
Street Address:	579 Richmond St. W., Suite 100
City:	Toronto, Ontario
State/Country:	CANADA
Postal Code:	M5V 1Y6
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3143181	ADBRITE
Registration Number:	3679177	ADBRITE
Registration Number:	4109503	
Registration Number:	3273051	INTERMISSIONS AD
Registration Number:	3761861	BRITEPIC
Registration Number:	3699356	BRITEPIC
Registration Number:	3671257	THE INTERNET'S AD MARKETPLACE
Registration Number:	3679179	BLACK LABEL ADS

CORRESPONDENCE DATA

Fax Number: 7168490349
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 716.856.4000
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ATTORNEY DOCKET NUMBER: 073285.00002

DOMESTIC REPRESENTATIVE

Name: Hodgson Russ LLP
Address Line 1: 140 Pearl Street, Suite 100
Address Line 4: Buffalo, NEW YORK 14202-4040

NAME OF SUBMITTER: Rachel S. Watt

Signature: /rachel s. watt#46186/

Date: 06/14/2013

Total Attachments: 4
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INTELLECTUAL PROPERTY ASSIGNMENT ("AGREEMENT")

THIS AGREEMENT, given as of ^{Publisher Solutions} June 7th, 2013 by ²⁶ Costella Kirsch V, LP, a Delaware limited partnership, having an address at 3500 Alameda de las Pulgas, Suite 150, Menlo Park, CA, 94025 ("Assignor"), to SiteScout Inc., an Ontario corporation, having an office at 579 Richmond St. W., Suite 100, Toronto, ON, M5V 1Y6 ("Assignee"), is made with reference to the Asset Purchase Agreement, dated June 7th, 2013 between Adbrite, Inc., a Delaware corporation, with no offices ("Adbrite"), Assignor, and Assignee (the "APA");

WHEREAS, Assignor is a foreclosing secured creditor of Adbrite;

WHEREAS, Assignor, Adbrite, and/or their predecessors in interest and licensees have used the trademarks listed in Exhibit A (collectively, the "Trademarks"), in connection with the operation of an online advertising exchange and the related goods/services, including without limitation the goods/services described as being used in commerce in the Trademarks; and

WHEREAS, the parties desire that Assignor assigns to Assignee all of the right, title and interest in and to the Trademarks, together with that portion of the goodwill of the Business symbolized by the Trademarks; the patents and patent applications listed in Exhibit B including without limitation, improvements, divisions, continuations, renewals, reissues, extensions, and continuations-in-part of the same (collectively, the "Patents"); and the copyrights listed in Exhibit C (collectively, the "Copyrights");

NOW, THEREFORE, for good and valuable consideration, including the payment by Assignee to Assignor of the Purchase Price as such term is defined in the APA, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby transfers and assigns unto Assignee all of the right, title and interest in and to the Trademarks, together with the goodwill of the Business symbolized by the Trademarks; the Copyrights; and the Patents, and the right to sue for past, present or future infringements thereof and to recover damages and other amounts related thereto. The Assignor shall furnish the Assignee such further information or assurances, execute and deliver such additional documents, instruments and conveyances, and take such other actions and do such other things, as may be necessary to carry out the provisions of this Agreement and give effect to the transactions contemplated hereby.

TO HAVE AND TO HOLD the same unto said Assignee, its successors and assigns, forever.

ASSIGNOR
COSTELLA KIRSCH V, LP

By: [Signature]
Name: Richard F. Con
Title: Managing Member of the G.P.
ADBRITE, INC.

By: [Signature]
Name: Hardeep Bindra
Title: Chairman of the Board

Exhibit A: Trademarks




Country	Registration No.	Mark	Class(es)
U.S.	3143181	ADBRITE	35
U.S.	3679177	Adbrite logo 	35
U.S.	4109503	"a" logo 	35, 42
U.S.	3273051	INTERMISSIONS AD	35
U.S.	3761861	BRITEPIC	42
U.S.	3699356	BRITEPIC	35
U.S.	3671257	THE INTERNET'S AD MARKETPLACE	35
U.S.	3679179	BLACK LABEL ADS	35
Canada	TMA798598	BRITEPIC	35, 42
Canada	TMA761288	ADBRITE	35
CTM (Europe)	004317087	ADBRITE	35
CTM (Europe)	006149637	BRITEPIC	35
CTM (Europe)	009428905	"a" logo 	35, 42
CTM (Europe)	10264166	PREFLIGHT	35, 42
China	6245082	BRITEPIC	35

Exhibit B: Patents

Country / Jurisdiction	Application No.	Title	Status
U.S.	11/592,037	Playing Video Content With Advertisement	Abandoned
U.S.	11/594,049	Inserting Interstitial Content	Abandoned
U.S.	11/724,581	Conditional Display of Advertisement	Abandoned
U.S.	60/878,957	Reserve Pricing of Web Advertisement	Expired
U.S.	12/077,069	Enhanced Images for a Browser	Pending
U.S.	60/918,581	Enhanced Images for a Browser	Expired
U.S.	12/077,055	Offline Ad Polling	Abandoned
U.S.	12/082,962	Rating Element	Abandoned
U.S.	12/082,980	Open Targeting Exchange	Pending
U.S.	12/082,979	Commission-Based and Arbitrage-Based Targeting	Abandoned
U.S.	13/174,534	Commission-Based and Arbitrage-Based Targeting	Abandoned
U.S.	12/220,676	Search-Based Ad Server	Abandoned
U.S.	13/165,443	Integrating Third Party Providers for Enhanced Advertisement Targeting	Pending
U.S.	None	Third Party Data Processing for Matched Targeted Advertising	N/A
U.S.	13/208,277	Ad Placement Based on Bidding Models	Pending
WIPO	PCT/US07/23128	Playing Video Content With Advertisement	Expired
WIPO	PCT/US09/02271	Open Targeting Exchange	Expired
WIPO	PCT/US09/02272	Commissioned-Based and Arbitrage-Based Targeting	Expired
EP	None	Open Targeting Exchange	N/A
EP	None	Commission-Based and Arbitrage-Based Targeting	N/A

Exhibit C: Copyrights

Registration No.	Title	Claimant	Date
VA0001769478	AdBrite Website Pages	Adbrite, Inc.	2010
VA0001779054	Black Label Ads Website Pages	Adbrite BLA, Inc.	2010