

## 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
Dentsu Innovation Interactive LLC		06/19/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	IgnitionOne, Inc.		
Street Address:	32 Avenue of the Americas, 16th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2947928	BRAINFOX	
Registration Number:	3132396	INNOVATION INTERACTIVE	
Registration Number:	3144200	EXACT ADVERTISING	
CORRESPONDENCE DATA			
Fax Number:	2126843999		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-684-3900		
Email:	efiling@grr.com		
Correspondent Name:	Maria Savio, Gottlieb, Rackman & Reisman		
Address Line 1:	270 Madison Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	5347/139		
NAME OF SUBMITTER:	Maria A. Savio		

OP \$90.00 2947928

Signature:	/mas/
Date:	06/19/2013
Total Attachments: 1 source=EXECUTED ASSIGNMENT-USA to IgnitionOne for BRAINFOX-INNOVATION INTERACTIVE-EXACT ADVERTISING#page1.tif	


**TRADEMARK ASSIGNMENT**  
**U.S.A.**

WHEREAS, Dentsu Innovation Interactive LLC, a limited liability company of Delaware, with an address at 32 Avenue of the Americas, 16<sup>th</sup> Floor, New York, N.Y. (hereinafter "Assignor") is the owner of the mark BRAINFOX of U.S. Trademark Registration No. 2,947,928 granted May 10, 2006, the owner of the mark INNOVATION INTERACTIVE of U.S. Trademark Registration No. 3,132,396 granted August 22, 2006; and the owner of the mark EXACT ADVERTISING of U.S. Trademark Registration No. 3,144,200 granted June 27, 2006 and the common law rights in each of the marks;

WHEREAS, IgnitionOne, Inc., a corporation of Delaware, with an address at 32 Avenue of the Americas, 16<sup>th</sup> Floor, New York, N.Y. (hereinafter "Assignee") is desirous of acquiring said marks and said registrations thereof in the U.S., and of succeeding to the goodwill of Assignor's business or to the portion of the business to which the marks pertain;

NOW THEREFORE, Assignor hereby transfers and assigns to Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and further transfers and assigns the registrations thereof. This assignment includes a transfer of all rights to damages or profits due or accrued arising out of past infringement of the said marks or injury to said goodwill, the right to sue for and recover the same in the Assignee's own name and the right to succeed to the Assignor's business or to the portion of the business to which the marks pertain.

IN WITNESS WHEREOF, this Trademark Assignment has been executed as of June 19 2013.

DENTSU INNOVATION INTERACTIVE LLC  
By:   
Name: Will Margiloff  
Title: CEO

Accepted:  
IGNITIONONE, INC.

By:   
Name: Will Margiloff  
Title: CEO