

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM307568

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|----------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Adometry, Inc. | | 06/11/2014 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Google Inc. | | |
| Street Address: | 1600 Amphitheatre Parkway | | |
| City: | Mountain View | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94043 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 8 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3825046 | ADOMETRY | |
| Registration Number: | 3607658 | CLICK FORENSICS | |
| Registration Number: | 3522553 | CLICK FRAUD INDEX | |
| Registration Number: | 3494219 | CLICK FRAUD NETWORK | |
| Registration Number: | 3811517 | FACTR | |
| Registration Number: | 3848171 | INTELLIGENT EXCLUSION | |
| Registration Number: | 3578247 | TRAFFIC QUALITY MANAGEMENT | |
| Registration Number: | 3911395 | VISITORSORE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 6502530000 | | |
| Email: | tmdocketing@google.com | | |
| Correspondent Name: | Google Inc. | | |
| Address Line 1: | 1600 Amphitheatre Parkway | | |
| Address Line 4: | Mountain View, CALIFORNIA 94043 | | |
| NAME OF SUBMITTER: | Jacqueline Lawrence | | |
| SIGNATURE: | /JML/ | | |
| DATE SIGNED: | 06/13/2014 | | |

CH \$215.00 3825046

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 5th day of May, 2014 by and between Adometry, Inc., a Delaware corporation (hereinafter "Assignor"), and Google Inc., a Delaware corporation ("Assignee"), having its place of business at 1600 Amphitheatre Parkway, Mountain View, California, 94043 USA.

WHEREAS, Assignor is the owner of the trademarks set forth in Schedule A attached hereto and incorporated herewith, and all other rights appurtenant, including, but not limited to, common law rights, title and interest, trade name rights and the right to recover for past infringement, in the United States of America and all other countries and jurisdictions of the world, in and to said trademarks and any applications and registrations thereof (hereinafter collectively referred to as the "Trademarks");

WHEREAS, Assignor has adopted, used, is using and has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Trademarks worldwide; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide;

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide, together with (i) the goodwill symbolized by said Trademarks, (ii) the business or portion of the business to which the Trademarks pertain, (iii) all registrations and applications (including intent-to-use applications) for the Trademarks, (iv) all income, royalties, damages and payments in respect of the Trademarks, and (v) all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for infringement of the Trademarks.

Assignor hereby appoints Assignee's in-house trademark counsel as Assignor's attorney-in-fact to execute all documents on behalf of Assignor and its employees for this limited purpose.

Executed at Mountain View, California, this 11 day of June, 2014.

ADOMETRY, INC.

By: _____

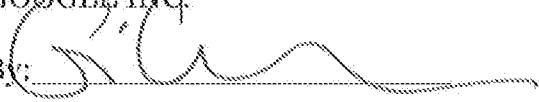


Name: Kenneth Yi

Title: Sole Director, CEO, President and
Secretary

GOOGLE INC.

By: _____



Name: Gavin Charlston

Title: Trademark Counsel

SCHEDULE A

Trademark Registrations:

| Mark | Reg. No. | App. no. | Class | Status | Country |
|----------------------------------|-------------|--------------|-------|------------------------------|---------|
| ADOMETRY | 3825046 | 77898590 | 35 | Registered | US |
| CLICK FORENSICS | 3607658 | 78781895 | 35 | Registered | US |
| FACTR | 3811517 | 77552819 | 35 | Registered | US |
| TRAFFIC QUALITY MANAGEMENT | 357824 7 | 77422063 | 42 | Registered (Supplemental) | US |
| INTELLIGENT EXCLUSION | 3848171 | 77278923 | 35 | Registered | US |
| VISITORSORE | 3911395 | 77278918 | 35 | Registered | US |
| CLICK FRAUD NETWORK | 3494219 | 7712613 2 | 45 | Registered (Supplemental) | US |
| CLICK FRAUD INDEX | 3522553 | 78781898 | 45 | Registered | US |

Common Law:

Adometry Attribute
Adometry MarketView
Adometry Validate

