

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM399993

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Cover Page previously recorded on Reel 005584 Frame 0545. Assignor(s) hereby confirms the assignment of trademarks to Mediabank/Mediaplex Holdings LLC.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Mediaplex Systems, Inc.		10/06/2008	Corporation: KENTUCKY

RECEIVING PARTY DATA

Name:	Mediabank/Mediaplex Holdings, LLC
Street Address:	5111 Commerce Crossings Drive
Internal Address:	Suite 200
City:	Louisville
State/Country:	KENTUCKY
Postal Code:	50229
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2567879	ADEXPENSE
Registration Number:	2012832	ADCLOCK
Serial Number:	78319120	MEDIA DASHBOARD
Registration Number:	2810568	ORDER VALET
Registration Number:	2571875	@DVAULT
Registration Number:	2286002	ADVAULT
Registration Number:	2140173	ADWARE
Registration Number:	2138322	ADWARE.COM
Registration Number:	1237133	ADWARE

CORRESPONDENCE DATA

Fax Number: 5025811087

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.

Phone: 502-568-0225

Email: cstewart@fbtlaw.com

Correspondent Name: Cynthia L. Stewart

Address Line 1: 400 W. Market Street

OP \$240.00 2567879

Address Line 2: 32nd Floor
Address Line 4: Louisville, KENTUCKY 40202

NAME OF SUBMITTER: Cynthia L. Stewart

SIGNATURE: /Cynthia L. Stewart/

DATE SIGNED: 09/28/2016

Total Attachments: 3
source=Assignment#page1.tif
source=Assignment#page2.tif
source=Assignment#page3.tif

3rd Assignment

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.207/21/2015
900331772

ETAS ID: TM348734

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ENTITY CONVERSION	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Street Boutique, LLC		07/03/2015	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Wilmore Boutique		
Doing Business As:	Street Boutique, LLC		
Street Address:	3275 Rivershire Drive Unit #2		
City:	Greenfield		
State/Country:	WISCONSIN		
Postal Code:	53228		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86296861	STREET BOUTIQUE	
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:	2406883353		
Email:	lee.sharlia@gmail.com		
Correspondent Name:	Sharlia Lee		
Address Line 1:	PO Box 825		
Address Line 4:	Occoquan, VIRGINIA 22125		
NAME OF SUBMITTER:	Sharlia Lee		
SIGNATURE:	/Sharlia Lee/		
DATE SIGNED:	07/21/2015		
Total Attachments: 10			
source=Please_DocuSign_Business_Assets_of_Street_Bo#page1.tif			
source=Please_DocuSign_Business_Assets_of_Street_Bo#page2.tif			
source=Please_DocuSign_Business_Assets_of_Street_Bo#page3.tif			
source=Please_DocuSign_Business_Assets_of_Street_Bo#page4.tif			

OP \$40.00 86296861

ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, MEDIAPLEX SYSTEMS, INC., a Kentucky corporation ("Assignor") is the owner of the trademarks (the "Trademarks") listed in the attached Schedule A; and

WHEREAS, MEDIABANK/MEDIAPLEX HOLDINGS, LLC, a Delaware limited liability company ("Assignee"), desires to acquire the entire right, title and interest in, to and under said Trademarks and registrations.

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all right, title and interest in, to and under the Trademarks together with any and all related common law rights and goodwill of the business symbolized by the Trademarks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made ("Assignment").

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

MEDIAPLEX SYSTEMS, INC.

By: William B. Hewitt
Name: William B. Hewitt
Title: President
Date: 10/6/08

STATE OF Kentucky)
COUNTY OF Jefferson) ss

Subscribed and sworn to before me this 6 day of Oct 2008.

[Signature]
Notary Public

My Commission Expires: 10/3/2011

Schedule A

Trademark	Country	Status	Class	Application No. Application Date	Registration No. Registration Date
ADEXPENSE	U.S.	REGISTERED	35	75/689293 4/22/99	2567879 5/7/02
ADCLOCK	U.S.	RENEWED (REGISTERED)	9	74/674222 5/15/95	2012832 10/29/96
MEDIA DASHBOARD	U.S.	PENDING Intent to Use	9 42	78/319120 10/27/03	
ORDER VALET	U.S.	REGISTERED	9	78/192541 12/9/02	2810568 2/3/04
@DVAULT	U.S.	REGISTERED	39 41 42	75/741703 6/30/99	2571875 5/21/02
ADVAULT	U.S.	REGISTERED	35 39	75/267013 3/31/97	2286002 10/12/99
ADWARE	U.S.	REGISTERED	39 41 42	75/145927 8/5/96	2140173 3/3/98
ADWARE.COM	U.S.	REGISTERED	35	75/145928 8/5/96	2138322 2/24/98
ADWARE	U.S.	RENEWED (REGISTERED)	9	73/337076 11/13/81	1237133 5/10/83

CHGO1\31249003.1

RECORDED: 09/28/2016
RECORDED: 07/22/2015

TRADEMARK
TRADEMARK
REEL: 005885 FRAME: 08016
REEL: 003584 FRAME: 0546