

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Implicit Labs LLC		06/21/2007	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Quantcast Corporation		
<b>Street Address:</b>	400 Second St., Suite 350		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94107		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78714513	QUANTCAST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(503)419-3001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	503-419-3000		
<b>Email:</b>	mjames@whiteandlee.com		
<b>Correspondent Name:</b>	Mark B. James		
<b>Address Line 1:</b>	805 SW Broadway, Suite 2440		
<b>Address Line 4:</b>	Portland, OREGON 97205		
<b>NAME OF SUBMITTER:</b>	Mark B. James		
<b>Signature:</b>	/Mark B. James/		
<b>Date:</b>	06/28/2007		

OP \$40.00 78714513

Total Attachments: 1

**900080518**

**TRADEMARK  
 REEL: 003570 FRAME: 0465**



**ASSIGNMENT OF TRADEMARK**

IMPLICIT LABS, LLC, a Delaware limited liability company ("Assignor"), has adopted, used, is using and is the owner of the following trademark (the "Trademark") for which an application is now pending in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Application No.</u>	<u>Date of Filing</u>
Quantcast	78/714513	September 16, 2005

QUANTCAST CORPORATION., a Delaware corporation ("Assignee"), has acquired the business, assets and appurtenant goodwill symbolized by the Trademark from Assignor.

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the entire world in and to the Trademark and the application therefor, together with the goodwill of the business symbolized by the Trademark and the application to register said trademark. In addition, Assignor hereby represents and warrants to Assignee that Assignor has the right to assign the Trademark to Assignee, and that no other person, firm or entity has any claim to or interest in the Trademark.

Dated: June 21, 2007

IMPLICIT LABS, LLC  
a Delaware limited liability company

By: \_\_\_\_\_

  
Konrad Feldman, Partner

Dated: June 21, 2007

ACCEPTED AND ACKNOWLEDGED:

QUANTCAST CORPORATION  
a Delaware corporation

By: \_\_\_\_\_

  
Paul Sutter, President

ASSIGNMENT OF TRADEMARK

TRADEMARK