

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
B EAST LLC		01/29/2010	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	Dentsu Innovation Interactive LLC
Street Address:	28 West 23rd Street, 6th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	3173679	ADCONSOLE
Registration Number:	2947928	BRAINFOX
Registration Number:	3132396	INNOVATION INTERACTIVE
Registration Number:	3209175	SITEPARKER
Registration Number:	3222407	TEXT PLUS SOLUTIONS
Registration Number:	3144200	EXACT ADVERTISING

**CORRESPONDENCE DATA**

Fax Number: (212)468-4888  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-468-4800  
 Email: amartucci@dglaw.com, nmishalanie@dglaw.com, jwatson@dglaw.com  
 Correspondent Name: Angela M. Martucci  
 Address Line 1: 1740 Broadway  
 Address Line 2: c/o Davis & Gilbert LLP

CH \$165.00 3173679

Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	25666-1-0 ASMT 6 MKS NM
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NAME OF SUBMITTER:	Angela M. Martucci
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Signature:	/Angela M. Martucci/
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Date:	06/16/2010
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Total Attachments: 0
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