

**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>
aQuantive, Inc.		03/31/2009	CORPORATION: WASHINGTON
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FG Holding, LLC		
<b>Street Address:</b>	150 Granby Street		
<b>Internal Address:</b>	Attn.: Brenda Lawrence		
<b>City:</b>	Norfolk		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	23510		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: GEORGIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3467932	FRANCHISE GATOR	
<b>Registration Number:</b>	3022913	FRANCHISEGATOR.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(757)628-5566		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	7576285582		
<b>Email:</b>	ip@wilsav.com		
<b>Correspondent Name:</b>	Timothy J. Lockhart		
<b>Address Line 1:</b>	440 Monticello Avenue, Suite 2200		
<b>Address Line 2:</b>	Attn.: IP Administrator		
<b>Address Line 4:</b>	Norfolk, VIRGINIA 23510-2243		
<b>ATTORNEY DOCKET NUMBER:</b>	48885.386		
<b>NAME OF SUBMITTER:</b>	Timothy J. Lockhart		

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**TRADEMARK**  
**REEL: 004424 FRAME: 0490**

Signature:	/Timothy J. Lockhart/
Date:	12/03/2010
Total Attachments: 2 source=Assignment of FRANCHISE GATOR Marks#page1.tif source=Assignment of FRANCHISE GATOR Marks#page2.tif	

ASSIGNMENT OF UNITED STATES TRADEMARKS AND SERVICE MARKS

KNOW ALL MEN BY THESE PRESENTS, that aQUANTIVE, INC., a Washington corporation ("Assignor"), has adopted and is using the following marks (each, a "Mark" and together, the "Marks") which are registered in, or for which an application is pending with, the United States Patent and Trademark Office:

MARK	REGISTRATION/ APPLICATION NO.	FILING DATE
FRANCHISE GATOR	3,467,932	07/08/2006
FRANCHISEGATOR.COM AND DESIGN	3,022,913	07/21/2003

Assignor hereby assigns and transfers to FG HOLDING, LLC, a Georgia limited liability company ("Assignee"), all of Assignor's right, title and interest in, to and under the Marks, including all registrations thereof and/or applications with respect thereto, together with all of the goodwill of the business in connection with which the Marks are used or are intended to be used, any and all actions and rights of action for infringements thereof and otherwise with respect thereto, whether arising prior to or subsequent to the date of this assignment, and any and all renewals and extensions thereof.

Assignee has acquired the portion of Assignor's business to which the Marks pertain and such business is ongoing and existing.

This instrument is executed and delivered pursuant to, and for the consideration provided in, an Asset Purchase Agreement dated as of April 1, 2009 among Assignor and Assignee ("Asset Purchase Agreement"). This instrument is made strictly upon the terms and conditions set forth in the Asset Purchase Agreement and is without any additional warranties or undertakings of any kind other than as set forth in the Asset Purchase Agreement or herein.

*[Remainder of page intentionally left blank – signature page follows.]*

IN WITNESS WHEREOF, this instrument has been signed on behalf of Assignor as of  
March 31, 2009.

aQUANTIVE, INC.  
a Washington corporation

By: 

Name: Kirk Dolliva  
Title: President