

**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>
MobileBehavior LLC		09/01/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DDB Worldwide Communications Group Inc.		
<b>Street Address:</b>	437 Madison Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3703378	MOBILEBEHAVIOR	
<b>Serial Number:</b>	77708230	MOBILEBEHAVIOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-468-4800		
<b>Email:</b>	jkatz@dglaw.com		
<b>Correspondent Name:</b>	Jeffrey C. Katz		
<b>Address Line 1:</b>	1740 Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	6555-0755-002-ASSGN-JH		
<b>NAME OF SUBMITTER:</b>	Jeffrey C. Katz		
<b>Signature:</b>	/Jeffrey C. Katz/		

CH \$65.00 3703378

900179873

**TRADEMARK**  
 REEL: 004441 FRAME: 0721

Date:

12/28/2010

Total Attachments: 2

source=Assignment MOBILEBEHAVIOR#page1.tif

source=Assignment MOBILEBEHAVIOR#page2.tif

ASSIGNMENT

WHEREAS, MobileBehavior LLC, a limited liability company legally organized under the laws of Delaware, located at 220 East 42<sup>nd</sup> Street, New York, New York 10017 (hereinafter "Assignor"), is the owner of the marks and the corresponding United States Patent and Trademark Office trademark registration and application listed below (the "Marks"):

<u>Mark</u>	<u>Reg. No./Serial No.</u>
MobileBehavior	3703378
MobileBehavior (design)	77708230

WHEREAS, DDB Worldwide Communications Group Inc., a corporation legally organized under the laws of New York, located at 437 Madison Avenue, New York, New York 10022 (hereinafter "Assignee"), the successor to the business of the Assignor pertaining to the Marks, which business is ongoing and existing, and is desirous of acquiring said Marks and said registration and application therefor,

THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and the registration and application therefor, and all rights to damages or profits, due or accrued, arising out of past infringement of said Marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed effective as of the 1st day of September, 2010.

MobileBehavior LLC

By: *Patricia Portnoy*  
[Signature]  
Patricia Portnoy  
[Signatory's Name]  
CFO  
[Signatory's Title]

DDB Worldwide Communications Group Inc.

By: *Philip S. Krieger*  
[Signature]  
Philip S. Krieger  
[Signatory's Name]  
General Counsel & Secretary  
[Signatory's Title]

ASSIGNMENT

WHEREAS, MobileBehavior LLC, a limited liability company legally organized under the laws of Delaware, located at 220 East 42<sup>nd</sup> Street, New York, New York 10017 (hereinafter "Assignor"), is the owner of the marks and the corresponding United States Patent and Trademark Office trademark registration and application listed below (the "Marks"):

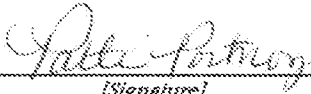
<u>Mark</u>	<u>Reg. No./Serial No.</u>
MobileBehavior	3703378
MobileBehavior (design)	77708230

WHEREAS, DDB Worldwide Communications Group Inc., a corporation legally organized under the laws of New York, located at 437 Madison Avenue, New York, New York 10022 (hereinafter "Assignee"), the successor to the business of the Assignor pertaining to the Marks, which business is ongoing and existing, and is desirous of acquiring said Marks and said registration and application therefor,

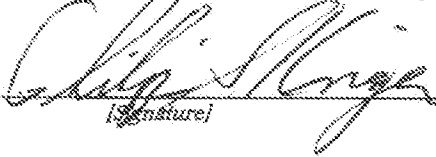
THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and the registration and application therefor, and all rights to damages or profits, due or accrued, arising out of past infringement of said Marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed effective as of the 1st day of September, 2010.

MobileBehavior LLC

By:   
[Signature]  
Patti Portron  
[Signatory's Name]  
CEO  
[Signatory's Title]

DDB Worldwide Communications Group Inc.

By:   
[Signature]  
Philip S. Krieger  
[Signatory's Name]  
General Counsel & Secretary  
[Signatory's Title]