

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
DIGITAL IMPACT, INC.	06/13/2006
<b>RECEIVING PARTY DATA</b>	
Name:	ACXIOM DIGITAL, INC.
Street Address:	301 Industrial Boulevard
Internal Address:	P.O. Box 2000
City:	Conway
State/Country:	ARKANSAS
Postal Code:	72033
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	10726786
<b>CORRESPONDENCE DATA</b>	
Fax Number:	(925)472-8895
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	925-472-5000
Email:	set@townsend.com
Correspondent Name:	Mark Mathison
Address Line 1:	Townsend and Townsend and Crew
Address Line 2:	2 Embarcadero Center, 8th Floor
Address Line 4:	San Francisco, CALIFORNIA 94111
ATTORNEY DOCKET NUMBER:	019556-001000US
NAME OF SUBMITTER:	Mark Mathison
Total Attachments: 3 source=2009_04_30_DE_NAME_CHANGE_019556-001000US#page1.tif source=2009_04_30_DE_NAME_CHANGE_019556-001000US#page2.tif	

CH \$40.00 10726786

**500849044**

**PATENT**  
**REEL: 022623 FRAME: 0121**

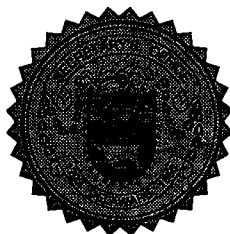


# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "DIGITAL IMPACT, INC.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "ACXIOM DIGITAL, INC.", THE THIRTEENTH DAY OF JUNE, A.D. 2006, AT 1:20 O'CLOCK P.M.



3098391 8320

060568979

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State  
AUTHENTICATION: 4822555

DATE: 06-13-06

PATENT  
REEL: 022623 FRAME: 0123

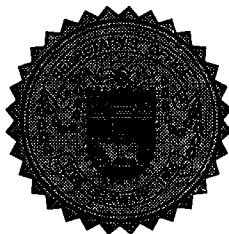
# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "DIGITAL IMPACT, INC.", CHANGING ITS NAME FROM "DIGITAL IMPACT, INC." TO "ACXIOM DIGITAL, INC.", FILED IN THIS OFFICE ON THE THIRTEENTH DAY OF JUNE, A.D. 2006, AT 1:20 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



3098391 8100

060568979

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State  
AUTHENTICATION: 4822554

DATE: 06-13-06

PATENT  
REEL: 022623 FRAME: 0124

**CERTIFICATE OF AMENDMENT  
OF  
Digital Impact, Inc.  
a Delaware corporation**

\*\*\*\*\*

Digital Impact, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware,  
**DOES HEREBY CERTIFY:**

**FIRST:** That the Board of Directors of said corporation, by the unanimous written consent of its members, filed with the minutes of the Board, adopted a resolution proposing and declaring advisable the following amendment to the Certificate of Incorporation of said corporation:

**RESOLVED,** that the Certificate of Incorporation of Digital Impact, Inc. be amended by changing Article I thereof so that, as amended, said Article shall be and read as follows:

"The name of this corporation is Acxdom Digital, Inc.  
(hereinafter the corporation)"

**SECOND:** That in lieu of a meeting and vote of stockholders, the stockholders have given unanimous written consent to said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware.

**THIRD:** That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

**FOURTH:** That this Certificate of Amendment of the Certificate of Incorporation shall be effective as soon as on filed.

**IN WITNESS WHEREOF,** said Digital Impact, Inc. has caused this Certificate of Amendment to be signed by Catherine L. Hughes, its Secretary, this 13th day of June, 2006.

DIGITAL IMPACT, INC.

By Catherine L. Hughes  
Catherine L. Hughes  
Corporate Secretary