

PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
MIVA, Inc., B&B Advertising, Inc., MIVA (UK) Limited	03/12/2009
RECEIVING PARTY DATA	
Name:	U.S. Acquisition Sub, Inc. (name changed to MIVA AK, Inc.)
Street Address:	4600 Madison Avenue
Internal Address:	10th Floor
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64112
Name:	Ajax Media LTD.
Street Address:	4600 Madison Avenue
Internal Address:	10th Floor
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64112
Name:	Adknowledge, Inc.
Street Address:	4600 Madison Avenue
Internal Address:	10th Floor
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64112
PROPERTY NUMBERS Total: 12	
Property Type	Number
Application Number:	11369085
Application Number:	09781500

OP \$480.00 11369085

500871799

PATENT  
REEL: 022750 FRAME: 0925

Application Number:	10331926
Application Number:	11399914
Application Number:	10654134
Application Number:	10724546
Application Number:	10979470
Application Number:	11236460
Application Number:	11284571
Application Number:	11400469
Application Number:	10296036
Application Number:	10801199

#### CORRESPONDENCE DATA

Fax Number: (215)557-8477

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 215-599-0985

Email: denise@mendelip.com

Correspondent Name: Jerome R. Smith, Jr.

Address Line 1: Mendelsohn, Drucker, & Associates, P.C.

Address Line 2: 1500 John F. Kennedy Blvd., Suite 405

Address Line 4: Philadelphia, PENNSYLVANIA 19102

ATTORNEY DOCKET NUMBER:	1182.001
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NAME OF SUBMITTER:	Jerome R. Smith
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#### Total Attachments: 24

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**TRADEMARK AND PATENT ASSIGNMENT**

This Trademark and Patent Assignment (this "**Assignment**") is entered into effective as of March 12, 2009 (the "**Effective Date**") by and between MIVA, Inc., a Delaware corporation ("**MIVA**"), B&B Advertising, Inc., a Delaware corporation ("**B&B**"), MIVA (UK) Limited, a company formed under the laws of England and Wales ("**MIVA (UK)**"), collectively with MIVA and B&B, the "**Assignors**" and each an "**Assignor**", U.S. Acquisition Sub, Inc., a Delaware corporation (the "**U.S. Acquisition Sub**"), Ajax Media Ltd., a company formed under the laws of England and Wales (the "**European Acquisition Sub**," collectively with the U.S. Acquisition Sub, the "**Acquisition Subs**"), and Adknowledge, Inc., a Delaware corporation ("**Adknowledge**," collectively with the Acquisition Subs, the "**Assignees**" and each an "**Assignee**").

**1.0 Background.**

1.1 The Assignors and the Assignees have entered into that certain Asset Purchase Agreement by and among the Assignors and Assignees dated as of the Effective Date (the "**Agreement**"), pursuant to which the Assignors wish to assign the Trademarks and Patents (as those terms are defined below) to the Assignees. Capitalized terms used but not defined in this Assignment shall have the respective meanings ascribed to such terms in the Agreement.

**2.0 Assignment.**

2.1 In consideration of and exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignors hereby assign, sell, transfer and set over unto the Assignees their entire right, title and interest in and to all intellectual property used or held for use by any Assignor in the Assignors' business [REDACTED]

including, without limitation:

(a) the trademarks and service marks set forth on Exhibit A attached hereto (collectively the "**Trademarks**"), together with the associated goodwill, and all registrations and applications to register any such Trademarks;

(b) the patents and patent applications listed on Exhibit B attached hereto (collectively the "**Patents**"), together with all corresponding foreign applications and patents which may be filed thereon, including the right to claim priority from such patents; and

(c) [REDACTED]

2.2 The Assignors agree to execute and deliver at the request of the Assignees, all papers, instruments, and assignments, and, at the cost and expense of the Assignees, to perform any other reasonable acts the Assignees may require in order to vest all of the Assignors' rights, title, and interest in and to said Trademarks and Patents in the Assignees and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignees, to the extent such evidence is in the possession or control of Assignors.

2.3 Each Assignor hereby irrevocably designates and appoints each Assignee and its duly authorized officers and agents as such Assignor's agent and attorney in fact, to act for and on its behalf and to execute and file any such applications and documents and to do all other lawfully permitted acts to further the prosecution and issuance of letters patent, trademark or service mark registrations or copyright registrations, or to evidence, perfect or facilitate transfers or assignments thereof or of any other intellectual property assigned hereunder (or related to or derived from any intellectual property assigned hereunder), with the same legal force and effect as if executed by such Assignor. This appointment is coupled with an interest in and to the intellectual property assigned hereunder and any inventions, works of authorship, trademarks, service marks, trade secrets and other things to which such intellectual property may apply.

3.0 [REDACTED]

3.1 [REDACTED]

3.2 [REDACTED]

#### 4.0 Miscellaneous.

4.1 Nothing in this Assignment shall alter any liability or obligation of the Assignors or the Assignees arising under the Agreement. In the event of any conflict or inconsistency between the provisions of the Agreement and the provisions of this Assignment, the provisions of the Agreement will control.

4.2 This Assignment shall be governed by, and construed and enforced in accordance with the laws of the State of New York and the federal laws of the United States, without reference to principles of conflicts of law that might cause the laws of any other jurisdiction to apply.

4.3 This Assignment may be executed in counterparts, each of which, when executed, shall constitute one and the same agreement.

IN WITNESS WHEREOF, the undersigned, being the duly authorized representatives of the Assignors and Assignees, have executed this Assignment below effective as of the Effective Date.

**ASSIGNORS:**

**MIVA, INC.**

By: Peter A. Corrao  
Name: Peter Corrao  
Title: Chief Executive Officer

**B&B ADVERTISING, INC.**

By: Peter A. Corrao  
Name: Peter Corrao  
Title: Chief Executive Officer


**MIVA (UK) LIMITED**

By: Peter A. Corrao  
Name: Peter Corrao  
Title: Director


IP ASSIGNMENT SIGNATURE PAGE

ASSIGNEES:

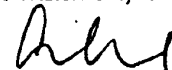
U.S. ACQUISITION SUB, INC.

By:   
Name: Scott Lynn  
Title: Chief Executive Officer

AJAX MEDIA LTD.

By:   
Name: Scott Lynn  
Title: Director

ADKNOWLEDGE, INC.

By:   
Name: Scott Lynn  
Title: Chief Executive Officer

IP ASSIGNMENT SIGNATURE PAGE

**Exhibit A**

**Trademarks**

<u>Mark</u>	<u>Registration Number</u>
MIVA MEANS BUSINESS	858104
MIVA MEANS BUSINESS	858105
MIVA RAINMAKER	864839
MIVA MEDIA	868960

Also see Attachments 1, 2, and 3.





**Exhibit B**

**Patents**

See Attachments 4, 5, and 6.

**Attachment 1**





**UNITED STATES FEDERAL TRADEMARK APPLICATIONS / REGISTRATIONS**

<b><u>Mark</u></b>	<b><u>App. No. / App. Date</u></b>	<b><u>Reg. No. / Reg. Date</u></b>	<b><u>Current Owner</u></b>
<b>TRAFFICANALYST</b> (Supplemental Register)	78/226,945 3/18/03	2,849,943 6/01/04	B&B Advertising, Inc.
<b>SEARCHFEED</b>	78/226,931 3/18/03	2,951,327 5/17/05	B&B Advertising, Inc.
<b>WORD MASTER</b>	76/535,702 7/29/03	3,022,414 12/06/05	E-Spotting Limited
<b>MIVA INLINE</b>	78/944,933 8/04/06	3,503,165 9/16/08	MIVA Small Business Solutions, Inc.
<b>MIVA</b>	75/371,296 10/10/97	2,225,424 2/23/99	MIVA Small Business Solutions, Inc.
<b>MIVA MERCHANT</b>	78/592,979 3/23/05	3,119,681 7/25/06	MIVA Small Business Solutions, Inc.
<b>MIVA MARKETPLACE</b>	78/686,752 8/05/05	3,144,895 9/19/06	MIVA Small Business Solutions, Inc.
<b>MIVACENTRAL</b>	78/493,151 10/01/04	3,179,269 12/05/06	MIVA Small Business Solutions, Inc.
<b>MIVACENTRAL</b>	78/492,440 9/30/04	3,182,540 12/12/06	MIVA Small Business Solutions, Inc.
	78/589,218 3/17/05	3,254,184 6/19/07	MIVA Small Business Solutions, Inc.
<b>MIVA</b>	78/589,227 3/17/05	3,254,185 6/19/07	MIVA Small Business Solutions, Inc.
	78/589,252 3/17/05	3,254,186 6/19/07	MIVA Small Business Solutions, Inc.
<b>FINDWHAT.COM</b>	75/651,445 3/10/99	2,462,416 6/19/01	MIVA, Inc.
<b>FIND WHAT YOU'RE LOOKING FOR</b>	75/680,567 5/06/99	2,493,181 9/25/01	MIVA, Inc.
<b>TRAFFICBUILDER</b> (Supplemental Register)	78/249,690 5/14/03	2,878,070 8/24/04	MIVA, Inc.

<u>Mark</u>	<u>App. No. / App. Date</u>	<u>Reg. No. / Reg. Date</u>	<u>Current Owner</u>
<b>BIDOPTIMIZER</b>	78/249,667 5/14/03	2,893,286 10/12/04	MIVA, Inc.
<b>AUTO BID</b> (Supplemental Register)	78/249,711 5/14/03	2,896,470 10/19/04	MIVA, Inc.
<b>CRUISE CONTROL</b>	78/249,700 5/14/03	2,899,567 11/02/04	MIVA, Inc.
<b>AUTOREPLENISH</b>	78/249,685 5/14/03	2,901,597 11/09/04	MIVA, Inc.
<b>ADANALYZER</b>	78/249,708 5/14/03	2,901,598 11/09/04	MIVA, Inc.
<b>BUSINESSBUILDER</b>	78/249,681 5/14/03	2,904,802 11/23/04	MIVA, Inc.
<b>PERFORMANCE-DRIVEN MARKETING</b>	78/249,655 5/14/03	2,954,712 5/24/05	MIVA, Inc.
<b>FINDWHAT.COM</b>	78/318,902 10/27/03	2,964,997 7/05/05	MIVA, Inc.
<b>INTELLIMAP</b>	78/337,404 12/06/03	3,032,917 12/20/05	MIVA, Inc.
<b>ADREVENUE XPRESS</b>	78/492,518 9/30/04	3,188,692 12/26/06	MIVA, Inc.

**Attachment 2**

**EUROPEAN COMMUNITY TRADEMARK APPLICATIONS / REGISTRATIONS**



<b><u>Mark</u></b>	<b><u>App. No. / App. Date</u></b>	<b><u>Reg. No. / Reg. Date</u></b>	<b><u>Current Owner</u></b>
ESPOTTING	2388346 9/25/01	2388346 7/30/03	E-Spotting Limited
	2388759 9/25/01	2388759 5/14/03	E-Spotting Limited
	2395622 9/25/01	2395622 4/30/03	E-Spotting Limited
WORD MASTER	3270691 7/08/03	3270691 11/19/04	E-Spotting Limited
MIVA	1456748 1/11/00	1456748 2/15/01	MIVA Small Business Solutions, Inc.
MIVA MERCHANT	4366712 4/01/05	4366712 3/13/06	MIVA Small Business Solutions, Inc.
MIVA	4366721 4/01/05	4366721 6/08/06	MIVA Small Business Solutions, Inc.
	4369021 4/01/05	4369021 5/15/06	MIVA Small Business Solutions, Inc.
	4369039 4/01/05	4369039 5/15/06	MIVA Small Business Solutions, Inc.
MIVA MEANS BUSINESS	4503082 6/10/05	4503082 7/13/06	MIVA Small Business Solutions, Inc.
MIVA MEDIA	4532883 7/08/05	4532883 6/08/06	MIVA Small Business Solutions, Inc.
MIVA MARKETPLACE	4625836 9/02/05	4625836 7/26/06	MIVA Small Business Solutions, Inc.
BEFIRST	1843671 9/07/00	1843671 4/26/02	MIVA, Inc.

<u>Mark</u>	<u>App. No. / App. Date</u>	<u>Reg. No. / Reg. Date</u>	<u>Current Owner</u>
FINDWHAT.COM	1844166 9/07/00	1844166 4/24/02	MIVA, Inc.
MIVA RAINMAKER	4619326 8/26/05	4619326 7/27/06	MIVA, Inc.




**Attachment 3**



CANADIAN TRADEMARK APPLICATIONS / REGISTRATIONS

<u>Mark</u>	<u>App. No. / App. Date</u>	<u>Reg. No. / Reg. Date</u>	<u>Current Owner</u>
	1,252,013 3/29/05	TMA711,644 4/11/08	MIVA Small Business Solutions, Inc.
	1,252,014 3/29/05	TMA711,646 4/11/08	MIVA Small Business Solutions, Inc.
MIVA	1,252,015 3/29/05	TMA711,645 4/11/08	MIVA Small Business Solutions, Inc.
MIVA MERCHANT	1,252,016 3/29/05	TMA689,350 6/7/07	MIVA Small Business Solutions, Inc.

**INTERNATIONAL MARK APPLICATIONS AND REGISTRATIONS**

<b><u>Mark</u></b>	<b><u>Reg. No. / Reg. Date</u></b>	<b><u>Country / Current Status</u></b>	<b><u>Current Owner</u></b>
MIVA MERCHANT	847182 3/29/05	China—granted Japan—granted Norway—granted	MIVA Small Business Solutions, Inc.
	855911 3/29/05	China—granted Japan—granted Korea—granted Norway—granted	MIVA Small Business Solutions, Inc.
MIVA	855913 3/29/05	China—refusal appealed; awaiting decision Japan—granted Korea—granted Norway—granted	MIVA Small Business Solutions, Inc.
	855914 3/29/05	China—refusal appealed; awaiting decision Japan—granted Korea—granted Norway—granted	MIVA Small Business Solutions, Inc.
MIVA MARKETPLACE	864086 8/17/05	China—refusal appealed; awaiting decision Korea—granted Norway—granted	MIVA Small Business Solutions, Inc.
	821164 12/05/03	China—granted Japan—granted Korea—granted	MIVA, Inc.
FINDWHAT.COM	824309 12/05/03	Australia—granted China—granted Japan—granted Korea—granted	MIVA, Inc.

**Attachment 4**

13 January, 2009

**U.S. PATENT APPLICATIONS**

Title	Country	Application No.	Filing Date	Publication No.
<b>MIVA, Inc. Patent Applications</b>				
System and Method For Marketing Employing The Distribution of a Pay For Performance Database	United States of America	09/781,500	2/12/2001	
System and Method For Pay For Performance Advertising In General Media	United States of America	10/331,926	12/30/2002	US2003/0220866
System and Method For Pay For Performance Advertising In General Media	United States of America	11/399,914	4/7/06	2006/0190336
System and Method For Pay For Performance Advertising Employing Multiple Sets of Advertisement Listings	United States of America	10/654,134	9/2/2003	US2004/0133471
System and Method For Pay For Performance Advertising Having Biddable Advertising Units Utilizing Rotating To Advertiser Websites	United States of America	10/724,546	11/26/2003	US2004/0162757
System and Method for Distributing Content Using Advertising Sponsorship	United States of America	10/979,470	11/01/2004	US2005/0125354
System and Method for Delivering Pay For Performance Advertising in Conjunction with Distributed Media Content	United States of America	11/236,460	9/27/05	
System and Method for Delivery Pay for Performance Advertising with Enhanced Effectiveness	United States of America	11/284,571	11/22/05	

Advertisement Brokerage System for Diversified General Media	United States of America	11/400,469	4/7/06	
System and Method for Delivering Advertising with Enhanced Effectiveness	United States of America	11/369,085	3/6/06	
<b>"Espotting" Patent Applications</b>				
Search Apparatus and a Method of Searching	United States of America	10/296,036	6/6/2003	US2004/0117353
<b>Searchfeed Patent Applications</b>				
A System and Method for Ranking the Quality of Internet Traffic Directed From One Web Site to Another	United States of America	10/801,199	3/16/2004	2004-0190448

MIVA CONFIDENTIAL

**PATENT**  
**REEL: 022750 FRAME: 0945**

**Attachment 5**

MIVA, Inc. EU and Foreign Patent Applications

Title	Country	Application Number / Publication Number	Filing Date
System and Method For Pay For Performance Advertising In General Media	Patent Cooperation Treaty	PCT/US02/41707 / WO/003058531	12/30/02
System and Method For Pay For Performance Advertising In General Media	Australia	2002357397 / WO/003058531	12/30/02
System and Method For Pay For Performance Advertising In General Media	Canada	2472100 / WO/003058531	12/30/02
System and Method For Pay For Performance Advertising In General Media	China	02827796.1 / WO/003058531	12/30/02
System and Method For Pay For Performance Advertising In General Media	European Patent Office	02806270.1 / WO/003058531	12/30/02
System and Method For Pay For Performance Advertising In General Media	Republic of Korea	04/7010271 / WO/003058531	12/30/02
System and Method For Pay For Performance Advertising Employing Multiple Sets of Advertisement Listings	Patent Cooperation Treaty	PCT/US03/27474 / WO/04021152	9/2/2003
System and Method For Pay For Performance Advertising Employing Multiple Sets of Advertisement Listings	European Patent Office	03749336.8 / WO/04021152	8/29/2003
System and Method For Pay For Performance Advertising Employing Multiple Sets of	Australia	2003268374 / WO/04021152	8/29/2003

Advertisement Listings			
System and Method For Pay For Performance Advertising Employing Multiple Sets of Advertisement Listings	Canada	Not available / WO/04021152	8/29/2003
System and Method For Pay For Performance Advertising Employing Multiple Sets of Advertisement Listings	China	Not available / WO/04021152	8/29/2003
System and Method For Pay For Performance Advertising Employing Multiple Sets of Advertisement Listings	Japan	2004-533020 / WO/04021152	8/29/2003
System and Method For Pay For Performance Advertising Having Biddable Advertising Units Utilizing Rotating Routing To Advertiser Websites	Patent Cooperation Treaty	PCT/US03/38007 / WO/04051418	11/26/2003
System and Method For Pay For Performance Advertising Having Biddable Advertising Units Utilizing Rotating Routing To Advertiser Websites	European Patent Office	PCT/US03/038007 / WO/04051418	11/26/2003
System and Method For Pay For Performance Advertising Having Biddable Advertising Units Utilizing Rotating Routing To Advertiser Websites	Japan	2004-557,385 / WO/04051418	11/26/2003
System and Method For Pay For Performance Advertising Having Biddable Advertising Units Utilizing Rotating Routing To Advertiser Websites	Canada	2,507,510 / WO/04051418	11/26/2003
System and Method For Pay For Performance Advertising Having Biddable Advertising	China	2003 80108823.6 / WO/04051418	11/26/2003



Units Utilizing Rotating Routing To Advertiser Websites			
System and Method For Pay For Performance Advertising Having Biddable Advertising Units Utilizing Rotating Routing To Advertiser Websites	Australia	2003 293,160 / WO/04051418	11/26/2005
System and Method for Distributing Content Using Advertising Sponsorship	Patent Cooperation Treaty	PCT/US04/36390 / W005/043341	11/01/2004
System and Method for Distributing Content Using Advertising Sponsorship	European Patent Office	PCT/US04/36390 / W005/043341	11/01/2004
System and Method for Distributing Content Using Advertising Sponsorship	Canada	2,544,341 / CA2544341	11/01/2004
System and Method for Distributing Content Using Advertising Sponsorship	Hong Kong	06113126.4	11/30/06

MIVA (UK) EU and Foreign Patent Applications

Title	Country	Application Number / Publication Number	Filing Date
Search Apparatus and a Method of Searching	European Patent Office	2001EP - 0931940 / EP1292903	5/24/2001
Search Apparatus and a Method of Searching	Japan	2001JP - 0587236 / JP2003/534599	5/24/2001
Search Apparatus and a Method of Searching	Patent Cooperation Treaty	PCT/GB01/02330 / WO 01/09917 A2	5/24/2001

**Attachment 6**

Foreign Patents

*Name:* Searching Apparatus and a Method of Searching

*Country:* Canada

*Application Number:* 2001CA – 2409951

*Filing Date:* 5/24/2001

*Publication Number:* CA2409951

*Patent Number:* 2,409,951

*Issue Date:* December 5, 2006

*Owner:* MIVA (UK) Limited

*Abstract:* A search engine at a service provider is configured to identify commercial suppliers in response to a keyword specified by a user. Keywords are received and searches are performed on an index database to identify displayable text items. Images are stored in the form of commercially relevant graphical images such as logos. A logo is linked to each item of displayable text and an output list is produced in which each text item includes a displayable graphical image. The system may store different image formats to allow the graphical images to be displayed on a variety of platforms.