

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|  |                                   |
|--|-----------------------------------|
| SUBMISSION TYPE:   | NEW ASSIGNMENT                    |
| NATURE OF CONVEYANCE:  | NUNC PRO TUNC ASSIGNMENT          |
| EFFECTIVE DATE:  | 03/12/2009                        |
| CONVEYING PARTY DATA   |                                   |
| Name   | Execution Date                    |
| MIVA AK, Inc. (f/k/a U.S. Acquisition Sub, Inc.)                                     | 05/08/2012                        |
| RECEIVING PARTY DATA   |                                   |
| Name:  | Adknowledge, Inc.                 |
| Street Address:  | 4600 Madison Avenue               |
| Internal Address:  | 10th Floor                        |
| City:  | Kansas City                       |
| State/Country:   | MISSOURI                          |
| Postal Code:   | 64112                             |
| PROPERTY NUMBERS Total: 1  |                                   |
| Property Type  | Number                            |
| Patent Number:   | 8363544                           |
| CORRESPONDENCE DATA  |                                   |
| Fax Number:  | 4046457707                        |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                   |
| Phone:   | 404-645-7700                      |
| Email:   | mcogburn@mcciplaw.com             |
| Correspondent Name:  | Lawrence A. Aaronson, Esq.        |
| Address Line 1:  | Meunier Carlin & Curfman LLC      |
| Address Line 2:  | 817 W. Peachtree St, NW, Ste. 500 |
| Address Line 4:  | Atlanta, GEORGIA 30308            |
| ATTORNEY DOCKET NUMBER:  | 10364-004US2                      |
| NAME OF SUBMITTER:   | Margaret A. Cogburn               |
| Total Attachments: 7   |                                   |

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**NUNC PRO TUNC ASSIGNMENT**


In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of Ten Dollars (\$10.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

U.S. Acquisition Sub, Inc. (now MIVA AK, Inc.-Name change documents are attached hereto)  
4600 Madison Avenue, 10<sup>th</sup> Floor  
Kansas City, MO 64112  
a Delaware Corporation

hereby sells, assigns, and transfers to:

ASSIGNEE:

 Adknowledge, Inc.  
4600 Madison Avenue, 10<sup>th</sup> Floor  
Kansas City, MO 64112  
a Delaware Corporation

and the successors, assigns and legal representatives of the ASSIGNEE,

all of its rights, title and interest, together with all rights of priority, in and to:

The U.S. and Foreign Patent Applications and Patents, as listed in Schedule A, attached hereto;

and to, all Letters Patents, U.S. or Foreign, to be obtained for: any of said Patent Applications, as listed in Schedule A; any non-provisional, refiling, continuation, division, renewal, or substitute thereof, as well as applications containing disclosure with any of the aforementioned applications, for any U.S. Patent Applications, as listed in Schedule A; and, any foreign equivalent of any non-provisional, refiling, continuation, division, renewal, or substitute thereof, as well as applications containing disclosure with any of the aforementioned applications, or foreign equivalent thereof, for any Foreign Patent Applications, as listed in Schedule A; and, as to any Letters Patent, U.S. or Foreign, as listed in Schedule A, or as aforementioned, any reissue or reexamination thereof, and any foreign equivalents of any reissue or reexamination, or other foreign post-grant document;

*nunc pro tunc*, effective as of March 12, 2009, including the rights to sue for past infringements.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment.

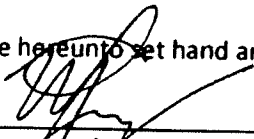
ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to the Patent Applications and Patents of Schedule A, the aforementioned Letters Patents, U.S. and Foreign, and legal equivalents, and the aforementioned Patent Applications, U.S. and Foreign, as may be known and accessible to ASSIGNOR, and will testify as to the

same in any interference, litigation, government proceeding, or other proceeding related thereto, and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce, said patent applications, said inventions, said Letters Patents, and said equivalents thereof, U.S. or foreign, which may be necessary or desirable to carry out the purposes thereof, in the U.S. or any foreign nation or region.

ASSIGNOR hereby authorizes Jerome R. Smith, Jr., United States Patent and Trademark Office Registration No. 35,684, or any other person, authorized by the ASSIGNEE, to correct any errors in this Assignment document and to insert any further identification necessary or desirable to make this Assignment recordable in the United States Patent and Trademark Office or elsewhere.

If any provision of this Assignment document should be found invalid or unenforceable under relevant law, such provision shall be deemed excluded and redacted therefrom, and the validity and enforceability of the remaining provisions shall not be affected thereby.

In witness whereof, I have hereunto set hand and seal as of the date set forth below.

|   |                  |
|---|------------------|
|  | <u>5/8/12</u>    |
| Signature of ASSIGNOR   | Date             |
| <u>MICHAEL GERDE</u>  | <u>SECRETARY</u> |
| Printed Name  | Title            |

A Notarization page for the ASSIGNOR is attached hereto.

Practitioner's Docket No. ADK1.327 (B&B)

PATENT

### NOTARIZATION OR LEGALIZATION ACCOMPANYING ASSIGNMENT

NOTE: Executing this page is not required for assignment, and is only prima facie evidence of execution. 38 USC 289.

Name Michael R. Geroe

Details of Country U.S.

and place of signing of assignment Los Angeles, California  
Los Angeles County

Before me this 8<sup>th</sup> day of May 2012, personally appeared the above named individual(s), to me known to be the person(s) who ☒ is ☐ are described in, and who executed the foregoing assignment instrument and acknowledged to me that

☒ he  
☐ she  
☐ they

executed the same of

☒ his  
☐ her  
☐ their

own free will for the purpose therein expressed.



Constance Srinivasan  
Notary Public or Consular Officer of the  
United States of America

## Schedule A

| File # | Patent<br>Patent Application   | Filing Date<br>(Registration/<br>Issue Date<br>where<br>indicated) | Serial/Application/<br>Registration No.              | Country |
|--------|--|--|--|---------|
| 1,006  | System and method for ranking the quality of Internet<br>Traffic directed from one web site to another | Filed: 3/16/2004<br>ISSUED:<br>1,19,2010                           | 10/801,199<br>ISSUED AS U.S.<br>PATENT NO. 7,649,838 | USA     |

# **Name Change Documents**

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**For**

**U.S. Acquisition Sub, Inc. to MIVA AK, Inc.**

**(3 Pages Total-Including This Page)**

# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, 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 "U.S. ACQUISITION SUB, INC.", CHANGING ITS NAME FROM "U.S. ACQUISITION SUB, INC." TO "MIVA AK, INC.", FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF MARCH, A.D. 2009, AT 3:45 O'CLOCK P.M.

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

4661445 8100

090275564

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 7192327

DATE: 03-17-09

PATENT  
REEL: 030104 FRAME: 0049



**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION**

U.S. Acquisition Sub, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation") does hereby certify:

**FIRST:** That pursuant to an action by unanimous written consent of the director without a meeting taken in accordance with Section 141 of the General Corporation Law of the State of Delaware, resolutions were duly adopted by the board of directors of the Corporation, setting forth a proposed amendment of the certificate of incorporation of the corporation, declaring said amendment to be advisable and calling a meeting of the sole stockholder of the Corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

**NOW, THEREFORE, BE IT RESOLVED**, that the Certificate of Incorporation of the Corporation be amended by changing the Article thereof numbered "ARTICLE I" so that, as amended, said Article shall be and read as follows:

**ARTICLE I**

The name of the corporation (which is hereinafter referred to as the "Corporation") is:

MIVA AK, Inc.

**SECOND:** That thereafter, in lieu of a meeting, the sole stockholder of the Corporation voted all issued and outstanding shares of capital stock of the Corporation in favor of the amendment pursuant to an action by written consent of the sole stockholder in lieu of a meeting taken in accordance with Section 228 of the General Corporation Law of the State of Delaware.

**THIRD:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

**IN WITNESS WHEREOF**, the Corporation has caused this Certificate of Amendment of Certificate of Incorporation to be signed by Scott Lynn, an authorized officer, this 17th day of March, 2009.

By:   
Name: Scott Lynn  
Title: President and Chief Executive Officer