

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2943495

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	02/03/2014
CONVEYING PARTY DATA	
Name	Execution Date
VALUECLICK, INC.	02/03/2014
RECEIVING PARTY DATA	
Name:	CONVERSANT, INC.
Street Address:	30699 RUSSELL RANCH ROAD, SUITE 250
City:	WESTLAKE VILLAGE
State/Country:	CALIFORNIA
Postal Code:	91362
PROPERTY NUMBERS Total: 9	
Property Type	Number
Patent Number:	7032168
Patent Number:	7089236
Patent Number:	5848396
Patent Number:	5991735
Patent Number:	6078918
Patent Number:	6826594
Patent Number:	7756744
Patent Number:	8452657
Patent Number:	7895078
CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	18185754768
Email:	lmitchell@conversantmedia.com
Correspondent Name:	LISA MITCHELL
Address Line 1:	30699 RUSSELL RANCH ROAD, SUITE 250
Address Line 4:	WESTLAKE VILLAGE, CALIFORNIA 91362
NAME OF SUBMITTER:	LISA MITCHELL
SIGNATURE:	/Lisa Mitchell/

PATENT

DATE SIGNED:	07/17/2014
	This document serves as an Oath/Declaration (37 CFR 1.63).
Total Attachments: 5 source=VC to Conversant Merger#page1.tif source=VC to Conversant Merger#page2.tif source=VC to Conversant Merger#page3.tif source=VC to Conversant Merger#page4.tif source=VC to Conversant Merger#page5.tif	

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 OWNERSHIP, WHICH MERGES:

"VC MERGER SUB, INC.", A DELAWARE CORPORATION,
WITH AND INTO "VALUECLICK, INC." UNDER THE NAME OF
"CONVERSANT, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER
THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS
OFFICE THE THIRD DAY OF FEBRUARY, A.D. 2014, AT 1:06 O'CLOCK
P.M.

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

2941123 8100M

140124138



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1105709

DATE: 02-03-14

PATENT
REEL: 033337 FRAME: 0065

CERTIFICATE OF OWNERSHIP AND MERGER

MERGING

VC Merger Sub, Inc.
(a Delaware corporation)

INTO

ValueClick, Inc.
(a Delaware corporation)

Pursuant to Title 8, Section 253 of the General Corporation Law of the State of Delaware (the "DGCL"), ValueClick, Inc., a Delaware corporation (the "Company"), does hereby certify to the following information relating to the merger (the "Merger") of VC Merger Sub, Inc., a Delaware corporation (the "Subsidiary"), with and into the Company, with the Company remaining as the surviving corporation under the name Conversant, Inc.:

FIRST: The Company is incorporated pursuant to the DGCL. The Subsidiary is incorporated pursuant to the DGCL.

SECOND: The Company is the owner of all of the outstanding shares of the common stock of the Subsidiary.

THIRD: The Board of Directors of the Company, by resolutions duly adopted on January 29, 2014, and attached hereto as Exhibit A, determined to merge the Subsidiary with and into the Company and to effect a change of the Company's name to Conversant, Inc. pursuant to Section 253 of the DGCL:

FOURTH: The Company shall be the surviving corporation of the Merger.

FIFTH: The Certificate of Incorporation of the Company, as in effect immediately prior to the effective time of the Merger, shall be the Certificate of Incorporation of the surviving corporation, except that Article FIRST thereof shall be amended to read in its entirety as follows:

"FIRST: The name of the Corporation is Conversant, Inc."

SIXTH: The Certificate of Ownership and Merger and the Merger shall become effective upon the filing of such Certificate of Ownership and Merger with the Delaware Secretary of State.

IN WITNESS WHEREOF, the Company has caused this Certificate of Ownership and Merger to be executed by its duly authorized officer on this 3rd day of JANUARY, 2014.

VALUECLICK, INC.

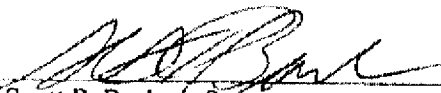
By: 
Title: Scott P. Barlow, Secretary

EXHIBIT A

BOARD RESOLUTIONS

WHEREAS, the ValueClick, Inc. (the "Corporation") desires to change its name to Conversant, Inc. pursuant to Section 253(b) of the Delaware General Corporation Law (the "DGCL");

WHEREAS, in order to effect such name change, the Corporation desires to incorporate (the "Incorporation") a corporation named VC Merger Sub, Inc. under the DGCL and to acquire (the "Acquisition") one thousand (1000) shares of Common Stock, par value of \$0.01 per share, of the Subsidiary;

WHEREAS, following the effectiveness of the Incorporation and the Acquisition, the Corporation will own all of the outstanding shares of the capital stock of the Subsidiary; and

WHEREAS, the Board of Directors of the Corporation has deemed it advisable that the Subsidiary be merged with and into the Corporation (the "Merger") pursuant to Section 253 of the DGCL following the effectiveness of the Incorporation and the Acquisition.

NOW, THEREFORE, BE IT RESOLVED, that the Incorporation and Acquisition are hereby authorized and approved in all respects;

RESOLVED FURTHER, that the Corporation is hereby authorized to consummate the Merger pursuant to Section 253 of the DGCL following the effectiveness of the Incorporation and the Acquisition;

RESOLVED FURTHER, that by virtue of the Merger and without any action on the part of the holder thereof, each then outstanding share of Common Stock, par value \$0.01 per share, of the Subsidiary shall be cancelled and no consideration shall be issued in respect thereof;

RESOLVED FURTHER, that the Second Amended and Restated Certificate of Incorporation of the Corporation as in effect immediately prior to the effective time of the Merger shall be the certificate of incorporation of the surviving corporation, except that Article FIRST thereof shall be amended to read in its entirety as follows:

"FIRST: The name of the Corporation is Conversant, Inc."

RESOLVED FURTHER, that the officers of the Corporation be and they hereby are authorized and directed to do all acts and things that may be necessary to carry out and effectuate the purpose and intent of the resolutions relating to the Incorporation and the Acquisition;

RESOLVED FURTHER, that the officers of the Corporation be and they hereby are authorized and directed, following the effectiveness of the Incorporation and the Acquisition, to make, execute and acknowledge, in the name and under the corporate seal of the Corporation, a certificate of ownership and merger for the purpose of consummating the Merger and to file the same in the office of the Secretary of State of the State of Delaware, and to do all other acts and

things that may be necessary to carry out and effectuate the purpose and intent of the resolutions relating to the Merger.