

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
AudienceScience Inc.		02/17/2010	CORPORATION: WASHINGTON

**RECEIVING PARTY DATA**

<b>Name:</b>	Silicon Valley Bank
<b>Street Address:</b>	3003 Tasman Drive
<b>City:</b>	Santa Clara
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95054
<b>Entity Type:</b>	Bank: CALIFORNIA

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Registration Number:	2817734	DIGIMINE
Registration Number:	2973310	REVENUE SCIENCE
Registration Number:	3013930	DELIVER THE AUDIENCE. DRIVE THE REVENUE.
Registration Number:	3116103	
Registration Number:	3116104	
Registration Number:	3319619	BEHAVIORAL SYNDICATION
Serial Number:	77595043	AUDIENCE SCIENCE
Serial Number:	77672845	
Serial Number:	77672889	AUDIENCESCIENCE
Serial Number:	77731734	AUDIENCE TARGETING
Serial Number:	77731749	AUDIENCE RELEVANT MESSAGING
Serial Number:	77882659	AUDIENCE GATEWAY

**CORRESPONDENCE DATA**

**900156054**

**TRADEMARK  
 REEL: 004159 FRAME: 0470**

**CH \$315.00 2817734**

Fax Number: (703)415-1557  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 703-415-1555  
Email: mail@specializedpatent.com  
Correspondent Name: Christopher E. Kondracki  
Address Line 1: 1501 Wilson Boulevard  
Address Line 2: Suite 510  
Address Line 4: Arlington, VIRGINIA 22209

ATTORNEY DOCKET NUMBER:	1002806
NAME OF SUBMITTER:	Christopher E. Kondracki
Signature:	/Christopher E. Kondracki/
Date:	03/02/2010

Total Attachments: 17  
source=AudienceScience#page1.tif  
source=AudienceScience#page2.tif  
source=AudienceScience#page3.tif  
source=AudienceScience#page4.tif  
source=AudienceScience#page5.tif  
source=AudienceScience#page6.tif  
source=AudienceScience#page7.tif  
source=AudienceScience#page8.tif  
source=AudienceScience#page9.tif  
source=AudienceScience#page10.tif  
source=AudienceScience#page11.tif  
source=AudienceScience#page12.tif  
source=AudienceScience#page13.tif  
source=AudienceScience#page14.tif  
source=AudienceScience#page15.tif  
source=AudienceScience#page16.tif  
source=AudienceScience#page17.tif

## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of February 17, 2010, by and between **SILICON VALLEY BANK**, a California corporation ("Bank") and **AUDIENCESCIENCE INC.**, a Washington corporation ("Grantor").

### RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the "Loans") in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor of even date herewith (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"; capitalized terms used herein are used as defined in the Loan Agreement). Bank is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks, Patents, and Mask Works (as each term is described below) to secure the obligations of Grantor under the Loan Agreement.

B. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement, Grantor hereby represents, warrants, covenants and agrees as follows:

### AGREEMENT

To secure its obligations under the Loan Agreement, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its intellectual property (all of which shall collectively be called the "Intellectual Property Collateral"), including, without limitation, the following:

1. Any and all copyright rights, copyright applications, copyright registrations and like protections in each work or authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held, including without limitation those set forth on Exhibit A attached hereto (collectively, the "Copyrights");
2. Any and all trade secrets, and any and all intellectual property rights in computer software and computer software products now or hereafter existing, created, acquired or held;
3. Any and all design rights that may be available to Grantor now or hereafter existing, created, acquired or held;

4. All patents, patent applications and like protections including, without limitation, improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the "Patents");

5. Any trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C attached hereto (collectively, the "Trademarks");

6. All mask works or similar rights available for the protection of semiconductor chips, now owned or hereafter acquired, including, without limitation those set forth on Exhibit D attached hereto (collectively, the "Mask Works");

7. Any and all claims for damages by way of past, present and future infringements of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

8. All licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works and all license fees and royalties arising from such use to the extent permitted by such license or rights;

9. All amendments, extensions, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

10. All proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Bank as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Bank, of any or all other rights, powers or remedies.

[Signature page follows.]

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

Address of Grantor:

AUDIENCESCIENCE INC., a Washington Corporation  
*Alan Koslow*  
By: Alan Koslow

Attn: General Counsel

Title: Vice President & General Counsel

BANK:

Address of Bank:

SILICON VALLEY BANK

3003 Tasman Drive  
Santa Clara, CA 95054-1191

By: \_\_\_\_\_

Title: \_\_\_\_\_

Attn: \_\_\_\_\_

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

Address of Grantor:

AUDIENCESCIENCE INC., a Washington corporation

By: \_\_\_\_\_

Attn: \_\_\_\_\_

Title: \_\_\_\_\_

BANK:

Address of Bank:

SILICON VALLEY BANK

3003 Tasman Drive  
Santa Clara, CA 95054-1191

By: Neil Chrest

Attn: Brian Boatman

Title: Relationship Manager

EXHIBIT A

Copyrights

Description

Registration/  
Application  
Number

Registration/  
Application  
Date

NONE

EXHIBIT B

Patents

Description

Registration/  
Application  
Number

Registration/  
Application  
Date

*See Attached*



Docket	Cy	Sub Type	Status	AppNo	FileDate	PubNumber	PubDate	PatNumber	IssDate	Assignee
342818001	US	ORD	Abandoned	09/613,845	11-Jul-00					
342818002	US	ORD	Abandoned	09/613,408	11-Jul-00					
342818003	US	CON	Pending	12/581,814	19-Oct-09					AUDIENCESCIENCE INC.
342818003	US	ORD	Unfiled							
342818003	US	CIP	Abandoned	09/876,842	06-Jun-01					
342818003	US	CON	Abandoned	11/780,426	19-Jul-07					
342818003	US	CON	Abandoned	12/048,179	13-Mar-08					
342818004	US	ORD	Granted	09/613,847	11-Jul-00			6,785,666	31-Aug-04	REVENUE SCIENCE, INC.
342818004	US	DIV	Granted	10/320,092	16-Dec-02	US2003-0144988A1	31-Jul-03	6,873,981	29-Mar-05	REVENUE SCIENCE, INC.
342818004	US	CON	Pending	12/048,147	13-Mar-08					REVENUE SCIENCE, INC.
342818004	US	DIV	Abandoned	10/320,091	16-Dec-02	US2003-0126111A1	03-Jul-03			
342818004	US	DIV	Abandoned	10/320,171	16-Dec-02	US2003-0120670A1	26-Jun-03			
342818004	US	DIV	Abandoned	10/320,288	16-Dec-02	US2003-0131081A1	10-Jul-03			
342818004	US	CON	Abandoned	10/859,442	01-Jun-04					
342818004	US	CON	Abandoned	11/832,583	01-Aug-07					
342818005	US	CON	Pending	12/646,895	23-Dec-09					No Assignment filed
342818005	US	CIP	Abandoned	09/876,845	06-Jun-01					
342818005	US	CON	Abandoned	12/557,302	10-Sep-09					
342818006	US	CON	Pending	12/052,697	20-Mar-08					REVENUE SCIENCE, INC.
342818006	US	CIP	Abandoned	09/876,844	06-Jun-01					
342818006	US	CON	Abandoned	11/836,091	08-Aug-07					
342818007	US	ORD	Closed							
342818008	US	ORD	Granted	09/751,366	29-Dec-00			6,871,196	22-Mar-05	REVENUE SCIENCE, INC.
342818009	US	CON	Pending	11/779,766	18-Jul-07					REVENUE SCIENCE, INC.
342818009	US	ORD	Abandoned	09/742,685	20-Dec-00					
342818009	US	CON	Abandoned	09/750,194	21-Dec-00					
342818009	US	DIV	Abandoned	10/674,630	29-Sep-03					
342818010	US	ORD	Abandoned	09/638,836	14-Aug-00					
342818011	US	ORD	Abandoned	09/636,335	10-Aug-00					
342818012	US	ORD	Pending	09/751,381	29-Dec-00					REVENUE SCIENCE, INC.
342818013	US	ORD	Abandoned	09/613,846	11-Jul-00					
342818014	US	ORD	Abandoned	09/724,895	28-Nov-00					
342818015	US	CON	Pending	12/048,184	13-Mar-08					REVENUE SCIENCE, INC.
342818015	US	CIP	Abandoned	09/876,837	06-Jun-01					

342818015	US	1	CON	Abandoned	11/830,704	30-Jul-07																						
342818016	US		ORD	Closed																								
342818017	US	14	CON	Pending	12/614,317	06-Nov-09																						No Assignment filed
342818017	US	13	CON	Pending	12/633,644	08-Dec-09																						No Assignment filed
342818017	US	15	CON	Pending	12/649,250	29-Dec-09																						No Assignment filed
342818017	US		ORD	Abandoned	09/724,773	28-Nov-00																						
342818017	US	2	DIV	Abandoned	09/860,833	17-May-01																						
342818017	US	1	DIV	Abandoned	09/860,835	17-May-01																						
342818017	US	3	CON	Abandoned	11/060,070	16-Feb-05																						
342818017	US	4	DIV	Abandoned	11/244,878	04-Oct-05																						
342818017	US	5	CON	Abandoned	11/770,646	28-Jun-07																						
342818017	US	6	CON	Abandoned	12/013,971	14-Jan-08																						
342818017	US	7	CON	Abandoned	12/250,505	13-Oct-08																						
342818017	US	8	CON	Abandoned	12/406,096	17-Mar-09																						
342818017	US	9	CON	Abandoned	12/477,090	02-Jun-09																						
342818017	US	10	CON	Abandoned	12/503,013	14-Jul-09																						
342818017	US	11	CON	Abandoned	12/534,799	03-Aug-09																						
342818017	US	12	CON	Abandoned	12/560,348	15-Sep-09																						
342818018	US		ORD	Closed																								
342818019	US	6	CON	Pending	12/630,727	03-Dec-09																						No Assignment filed
342818019	US	1	ORD	Abandoned	10/186,347	28-Jun-02																						
342818019	US	2	CON	Abandoned	12/238,363	25-Sep-08																						
342818019	US	3	CON	Abandoned	12/351,778	09-Jan-09																						
342818019	US	4	CON	Abandoned	12/436,661	06-May-09																						
342818019	US	5	CON	Abandoned	12/544,200	19-Aug-09																						
342818019	US		PRO	Expired	60/301,917	29-Jun-01																						
342818020	US	5	CON	Pending	12/611,082	02-Nov-09																						No Assignment filed
342818020	US		ORD	Granted	09/755,971	05-Jan-01				7,051,029	23-May-06																	REVENUE SCIENCE, INC.
342818020	US	1	DIV	Abandoned	11/439,729	23-May-06																						
342818020	US	2	CON	Abandoned	12/330,488	08-Dec-08																						
342818020	US	3	CON	Abandoned	12/414,596	30-Mar-09																						
342818020	US	4	CON	Abandoned	12/503,016	14-Jul-09																						
342818021	US	4	CON	Pending	12/690,879	20-Jan-10																						No Assignment filed
342818021	US		ORD	Granted	09/872,867	01-Jun-01				6,993,529	31-Jan-06																	REVENUE SCIENCE, INC.
342818021	US	1	CON	Abandoned	11/243,275	04-Oct-05																						

342818021	US	2	CON	Abandoned	12/482,378	10-Jun-09							
342818021	US	3	CON	Abandoned	12/571,355	30-Sep-09							
342818022	US		ORD	Closed									
342818023	US		ORD	Closed									
342818024	US	6	CON	Pending	12/625,404	24-Nov-09						No Assignment filed	
342818024	US		ORD	Abandoned	09/955,740	18-Sep-01							
342818024	US	1	CON	Abandoned	11/862,402	27-Sep-07							
342818024	US	2	CON	Abandoned	12/118,379	09-May-08							
342818024	US	3	CON	Abandoned	12/341,878	22-Dec-08							
342818024	US	4	ORD	Abandoned	12/421,567	09-Apr-09							
342818024	US	5	CON	Abandoned	12/537,209	06-Aug-09							
342818025	US		ORD	Abandoned	09/955,730	18-Sep-01							
342818026	US		ORD	Closed									
342818027	US	5	CON	Pending	12/582,629	20-Oct-09						AUDIENCESCIENCE INC.	
342818027	US	1	CON	Granted	11/495,089	27-Jul-06		7,464,122	09-Dec-08			DIGIMINE INCORPORATED	
342818027	US		CIP	Granted	10/005,224	05-Dec-01		7,117,193	03-Oct-06			REVENUE SCIENCE, INC.	
342818027	US	2	CON	Abandoned	12/327,769	03-Dec-08							
342818027	US	3	CON	Abandoned	12/405,178	16-Mar-09							
342818027	US	4	CON	Abandoned	12/496,562	01-Jul-09							
342818028	US		CIP	Granted	10/007,646	05-Dec-01		6,917,972	12-Jul-05			REVENUE SCIENCE, INC.	
342818029	US		ORD	Granted	10/005,183	05-Dec-01		7,107,338	12-Aug-06			REVENUE SCIENCE, INC.	
342818029	US	1	DIV	Granted	11/149,036	08-Jun-05		7,035,925	25-Apr-06			REVENUE SCIENCE, INC.	
342818030	US		ORD	Closed									
342818031	US		ORD	Closed									
342818032	US		ORD	Granted	10/187,392	28-Jun-02						REVENUE SCIENCE, INC.	
342818033	US	2	CON	Pending	12/054,062	24-Mar-08						REVENUE SCIENCE, INC.	
342818033	US		ORD	Abandoned	10/187,390	28-Jun-02							
342818033	US	1	CON	Abandoned	11/836,660	09-Aug-07							
342818034	US	2	CON	Pending	12/408,660	20-Mar-09						REVENUE SCIENCE, INC.	
342818034	US	1	ORD	Abandoned	10/870,688	17-Jun-04							
342818034	US		PRO	Expired	60/479,353	17-Jun-03							
342818035	US	3	CON	Pending	12/204,709	04-Sep-08						REVENUE SCIENCE, INC.	
342818035	US	1	ORD	Abandoned	10/870,553	17-Jun-04							
342818035	US	2	CON	Abandoned	11/073,016	04-Mar-05							
342818035	US		PRO	Expired	60/479,609	17-Jun-03							

342818036	US	2	CON	Pending	11/049,411	01-Feb-05					AUDIENCESCIENCE, INC.
342818036	US	7	CON	Pending	12/407,740	19-Mar-09					AUDIENCESCIENCE, INC.
342818036	US	5	CON	Granted	11/049,228	01-Feb-05	7,299,195			20-Nov-07	REVENUE SCIENCE, INC.
342818036	US	8	CON	Pending	12/485,005	15-Jun-09					REVENUE SCIENCE, INC.
342818036	US	6	DIV	Unfiled							
342818036	US		ORD	Abandoned	10/653,703	02-Sep-03					
342818036	US	1	CON	Abandoned	10/830,874	23-Apr-04					
342818036	US	4	CON	Abandoned	11/048,973	01-Feb-05					
342818036	US	3	CON	Abandoned	11/049,491	01-Feb-05					
342818037	US	2	CON	Pending	12/185,761	04-Aug-08					REVENUE SCIENCE, INC.
342818037	US		ORD	Abandoned	09/629,252	27-Jul-00					
342818037	US	1	CON	Abandoned	11/499,883	03-Aug-06					
342818038	US	4	CON	Pending	11/972,591	10-Jan-08					REVENUE SCIENCE, INC.
342818038	US	5	CON	Pending	12/410,418	24-Mar-09					REVENUE SCIENCE, INC.
342818038	US	1	ORD	Abandoned	10/733,815	10-Dec-03					
342818038	US	2	CON	Abandoned	10/968,863	18-Oct-04					
342818038	US	3	CON	Abandoned	11/051,294	03-Feb-05					
342818038	US		PRO	Expired	60/520,141	13-Nov-03					
342818039	US	2	CON	Pending	11/236,319	27-Sep-05					REVENUE SCIENCE, INC.
342818039	US		ORD	Abandoned	10/763,938	23-Jan-04					
342818039	US	1	CON	Abandoned	11/000,537	29-Nov-04					
342818040	US		ORD	Unfiled							
342818041	US	1	CON	Pending	11/170,841	30-Jun-05					REVENUE SCIENCE, INC.
342818041	US		ORD	Abandoned	11/134,245	20-May-05					
342818042	US		ORD	Closed							
342818043	US	2	CON	Pending	11/311,872	19-Dec-05					REVENUE SCIENCE, INC.
342818043	US	1	ORD	Abandoned	11/114,938	25-Apr-05					
342818043	US		PRO	Expired	60/564,832	23-Apr-04					
342818044	US		PRO	Expired	60/613,087	23-Sep-04					
342818045	US	5	CON	Pending	12/696,937	29-Jan-10					No Assignment filed
342818045	US	4	CON	Pending	12/106,977	21-Apr-08					REVENUE SCIENCE, INC.
342818045	US		ORD	Abandoned	10/830,866	23-Apr-04					
342818045	US	2	CON	Abandoned	11/048,985	01-Feb-05					
342818045	US	1	CON	Abandoned	11/049,256	01-Feb-05					
342818045	US	3	CON	Abandoned	11/854,396	12-Sep-07					

342818046	US	1	ORD	Pending	10/830,870	23-Apr-04					REVENUE SCIENCE, INC.
342818046	US		PRO	Expired	60/560,996	09-Apr-04					No Assignment filed
342818048	US	4	CON	Pending	12/634,657	09-Dec-09					
342818048	US	1	ORD	Abandoned	11/118,121	28-Apr-05					
342818048	US	2	CIP	Abandoned	11/305,934	19-Dec-05					
342818048	US	3	CON	Abandoned	12/545,006	20-Aug-09					
342818048	US		PRO	Expired	60/566,231	28-Apr-04					REVENUE SCIENCE, INC.
342818049	US	2	ORD	Pending	11/087,378	22-Mar-05					
342818049	US		PRO	Expired	60/636,943	17-Dec-04					
342818049	US	1	PRO	Expired	60/637,681	20-Dec-04					
342818050	US		PRO	Expired	60/623,216	29-Oct-04					
342818050	US	1	PRO	Expired	60/626,576	09-Nov-04					
342818051	US		PRO	Expired	60/623,379	29-Oct-04					
342818052	US	1	CON	Pending	11/294,756	06-Dec-05					REVENUE SCIENCE, INC.
342818052	US		ORD	Abandoned	11/107,409	14-Apr-05					
342818053	US	1	CON	Pending	11/294,750	06-Dec-05					AUDIENCESCIENCE INC.
342818053	US	2	CON	Pending	12/640,900	17-Dec-09					No Assignment filed
342818053	US		ORD	Abandoned	11/107,405	14-Apr-05					
342818054	US	5	CON	Pending	12/637,546	14-Dec-09					No Assignment filed
342818054	US		ORD	Abandoned	11/107,398	14-Apr-05					
342818054	US	1	CON	Abandoned	11/301,628	13-Dec-05					
342818054	US	2	CON	Abandoned	12/360,097	26-Jan-09					
342818054	US	3	CON	Abandoned	12/464,035	11-May-09					
342818054	US	4	CON	Abandoned	12/548,414	26-Aug-09					
342818055	US		ORD	Pending	11/263,075	31-Oct-05					REVENUE SCIENCE, INC.
342818056	US	3	CON	Pending	12/610,229	30-Oct-09					No Assignment filed
342818056	US	1	ORD	Abandoned	11/495,174	28-Jul-06					
342818056	US	2	CON	Abandoned	12/490,110	23-Jun-09					
342818056	US		PRO	Expired	60/703,617	29-Jul-05					
342818057	US		CIP	Pending	11/311,914	19-Dec-05					REVENUE SCIENCE, INC.
342818058	US		ORD	Pending	11/678,533	23-Feb-07					REVENUE SCIENCE, INC.
342818059	US	2	ORD	Pending	12/167,977	03-Jul-08					REVENUE SCIENCE, INC.
342818059	US	1	PRO	Expired	60/948,477	08-Jul-07					
342818059	US		PRO	Expired	60/958,619	06-Jul-07					
342818060	US		PRO	Expired	60/910,453	05-Apr-07					

342818060	US	1	PRO	Expired	60/910,627	06-Apr-07						
342818060	US	2	PRO	Expired	61/043,225	08-Apr-08						
342818061	US	1	ORD	Pending	12/171,092	10-Jul-08						REVENUE SCIENCE, INC.
342818061	US		PRO	Converted	61/049,381	30-Apr-08						

EXHIBIT C

Trademarks

Description


Registration/  
Application  
Number

Registration/  
Application  
Date



*( See attached )*

**AUDIENCESCIENCE INC.  
TRADEMARK STATUS REPORT  
FEBRUARY 5, 2010**

**TRADEMARKS—UNITED STATES—REGISTERED**

MARK	REG. NO.	REGISTERED	CLASS(US)	STATUS/REMARKS	(DGMN-2)
DIGIMINE	2,817,734	24 Feb 2004	9, 35, 38, 39, 42	24 Feb 2009—2010 Section 8 & 15 Declaration due 14 Feb 2014 Renewal due	1001
REVENUE SCIENCE	2,973,310	19 Jul 2005	9, 35, 39, 42	19 Jul 2010—1011 Section 8 & 15 Declaration due 19 Jul 2015 Renewal due	1003
DELIVER THE AUDIENCE. DRIVE THE REVENUE.	3,013,930	8 Nov 2005	35, 39, 42	8 Nov 2010—2011 Section 8 & 15 Declaration due 8 Nov 2015 Renewal due	1028
	3,116,103	18 Jul 2006	9	18 Jul 2011—2012 Section 8 & 15 Declaration due 18 Jul 2016 Renewal due	1035
	3,116,104	18 Jul 2006	35, 39, 42	18 Jul 2011—2012 Section 8 & 15 Declaration due 18 Jul 2016 Renewal due	1036
BEHAVIORAL SYNDICATION	3,319,619	23 Oct 2007	9, 35, 39, 42	23 Oct 2012—2013 Section 8 & 15 Declaration due 23 Oct 2017 Renewal due	1038

**TRADEMARKS—UNITED STATES—PENDING**

MARK	SER. NO.	DATE FILED	CLASS(ES)	STATUS/REMARKS	(DGMN-2)
AUDIENCE SCIENCE	77/595,043	17 Oct 2008	35, 38, 39, 42	14 Jan 2010 Statement of Use Filed	1046
	77/672,845	18 Feb 2009	35, 38, 39, 42	14 Jan 2010 Statement of Use Filed	1047
	77/672,889	18 Feb 2009	9, 38, 39, 42	14 Jan 2010 Statement of Use Filed	1048
AUDIENCE TARGETING	77/731,734	7 May 2009	35, 38, 39, 42	7 Feb 2010 Response to Office Action Due (Instructions to file received)	1049

DGMN-5-1005R33

- 1 -

**BLACK LOWE & GRAHAM <sup>PLC</sup>**



701 Fifth Avenue, Suite 4800  
Seattle, Washington 98104  
206.381.3300 • F: 206.381.3301



**AUDIENCE SCIENCE INC.  
TRADEMARK STATUS REPORT  
FEBRUARY 5, 2010**

MARK	SER. NO.	DATE FILED	CLASSES	STATUS/REMARKS	(DGMN-2-)
AUDIENCE RELEVANT MESSAGING	77/731,749	7 May 2009	35, 38, 39, 42	7 Feb 2010 Response to Office Action Due (Instructions to file received)	1050
AUDIENCE GATEWAY	77/882,659	30 Nov 2009	35, 38, 39, 42	Pending examination	1051

**TRADEMARKS—FOREIGN—REGISTERED**



MARK	COUNTRY	REG. NO.	REGISTERED	CLASS(ES)	STATUS/REMARKS	(DGMN-12-)
REVENUE SCIENCE	CTM	3,536,216	14 Apr 2005	9, 35, 39, 42	12 Nov 2013 Renewal due	1001
	Canada	TMA690,016	15 Jun 2007	—	15 Jun 2022 Renewal due	1002
DELIVER THE AUDIENCE. DRIVE THE REVENUE	CTM	3,720,919	18 Oct 2005	9, 35, 39, 42	22 Mar 2014 Renewal due	1005
	Canada	TMA670,170	17 Aug 2006	—	17 Aug 2021 Renewal due	1006
BEHAVIORAL SYNDICATION	Madrid (CTM)	864,699	14 Apr 2005	9, 35, 39, 42	14 Apr 2015 First Renewal due	1013
	Canada	TMA739,655	7 May 2009	9, 35, 39, 42	7 May 2024 Renewal due	1014
SEARCH RE-TARGETING	Madrid (CTM)	937,993	25 Oct 2006	35, 39, 42	25 Oct 2011 5 Year Deadline 25 Oct 2016 Renewal due	1019
AUDIENCE SCIENCE (Provisional)	Madrid	1,001,720	16 Apr 2009	35,38,39,42	16 Apr 2014 5 Year Deadline 16 Apr 2019 Renewal due	1021
 (Provisional)	Madrid	1,012,181	13 Aug 2009	35, 38, 39, 42	13 Aug 2014 5 Year Deadline 13 Aug 2019 Renewal due	1023
 (Provisional)	Madrid	1,012,573	13 Aug 2009	35, 38, 42	13 Aug 2014 5 Year Deadline 13 Aug 2019 Renewal due	1025

BLACK LOWE & GRAHAM <sup>PLLC</sup>

701 Fifth Avenue, Suite 4800  
Seattle, Washington 98104  
206.381.3300 • F: 206.381.3301

**AUDIENCESCIENCE INC.  
TRADEMARK STATUS REPORT  
FEBRUARY 5, 2010**

**TRADEMARKS—FOREIGN—PENDING**

MARK	COUNTRY	APP. NO.	DATE FILED	CLASS(ES)	STATUS/REMARKS	(DGMN-12-)
AUDIENCE SCIENCE	Madrid (Japan)	1,001,720	16 Apr 2009	35, 38, 39, 42	7 Apr 2010 Response to Provisional Refusal Due	1021JP
	Madrid (European Community)	1,001,720	16 Apr 2009	35, 38, 39, 42	8 Mar 2010 End of Opposition Period	1021EU
	Canada	1,434,698	15 Apr 2009	35, 38, 39, 42	Awaiting examination	1022
	(Madrid) European Community	1,012,181	13 Aug 2009	35, 38, 39, 42	5 Jul 2010 End of Opposition Period	1023EU
	(Madrid) Japan	1,012,181	13 Aug 2009	35, 38, 39, 42	Awaiting examination	1023JP
	Canada	1,448,337	17 Aug 2009	35, 38, 39, 42	Awaiting examination	1024CA
	(Madrid) European Community	1,012,573	13 Aug 2009	35, 38, 42	5 Jul 2010 End of Opposition Period	1025EU
	(Madrid) Japan	1,012,573	13 Aug 2009	35, 38, 42	Awaiting examination	1025JP
	Canada	1,448,338	17 Aug 2009	35, 38, 39, 42	Awaiting examination	1026CA

**BLACK LOWE & GRAHAM <sup>PLLC</sup>**



701 Fifth Avenue, Suite 4800  
Seattle, Washington 98104  
206.381.3300 • F: 206.381.3301

EXHIBIT D

Mask Works

Description

Registration/  
Application  
Number

Registration/  
Application  
Date

NONE

1195692.1