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LATHAM & WATKINS^{LLP}

February 10, 2014

VIA ELECTRONIC FILING

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street
Washington, DC 20554

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Re: The New Online Company; Notification of Consummation of *Pro Forma* Assignment of Earth Station Licenses E980336 and E090202; IBFS File No. SES-ASG-20140110-00017; Notification of Name Change

Dear Ms. Dortch:

This letter notifies the Commission of the consummation of the above-referenced *pro forma* assignment transaction, which became effective on February 7, 2014.

In addition, the name of the new licensee has been changed from “The New Online Company” to “Sizmek Inc.” Therefore, please update the Commission’s records to indicate that the holder of call signs E980336 and E090202 is **Sizmek Inc.**

Please contact the undersigned if you have any questions regarding this matter.

Respectfully submitted,

/s/

Elizabeth R. Park