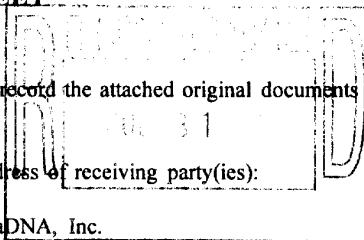


08-06-1998



SHEET

100786765



TO THE HONORABLE COMMISSIONER OF PATENTS AND TRADEMARKS: Please record the attached original documents or copy thereof.

MRD 7-31-98

1. Name of conveying party(ies): (If multiple assignors, list numerically)

MediaDNA Systems AB (formerly Optitech AB)

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation
- Other:

Additional name(s) of conveying party(ies) attached?

- Yes No

2. Name and address of receiving party(ies):

Name: MediaDNA, Inc.
 Internal Address: Suite 105
 Street Address: 2223 Avenida de la Playa
 City: La Jolla State: CA ZIP: 92037

- Individual(s) citizenship:
- Association:
- General Partnership:
- Limited Partnership:
- Corporation
- Other:

If assignor is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) and address(es) attached?

- Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other:

Execution Date: (If multiple assignors, list execution dates in numerical order corresponding to numbers indicated in 1 above)
1 July 1998

4. Application number(s) or registration number(s):

- a. Trademark Application No(s):
75/353,833
7/9/98
- b. Trademark Registration No(s):

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John M. Carson
 KNOBBE, MARTENS, OLSON & BEAR, LLP
 Internal Address: Sixteenth Floor
 Street Address: 620 Newport Center Drive
 City: Newport Beach State: CA ZIP: 92660

7. Total fee (37 CFR 3.41): \$40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 11-1410

Please charge this account for any additional fees which may be required, or credit any overpayment to this account.

6. Total number of applications and registrations involved: 1

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.

John M. Carson
Name of Person Signing

Signature

7/28/98

Date

Total number of pages, including cover sheet, attachments and document: 2

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
 Box Assignments
 Washington, D.C. 20231

08/04/1998 TTOM11 00000126 75353833

01 FC:401-1270/070998

40.00 OP

TRADEMARK
REEL: 1763 FRAME: 0104

DESIGNATION OF DOMESTIC REPRESENTATIVE

John M. Carson of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, 16th Floor, Newport Beach, California 92660, is hereby designated MediaDNA Systems AB's representative upon whom notices of proceedings affecting Application No. 75,353,833, filed September 9, 1997 for the mark MEDIADNA may be served.

Date: _____

July 15, 1998

MEDIADNA SYSTEMS AB

Greg BensonTitle: CEOS:\DOCS\EMN\EMN-1759.DOC
070998

TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 1 day of July, 1998, by and between MediaDNA Systems AB (formerly Optitech AB), a corporation having a place of business at Blockvagen 15, S-240 10 Dalby, Sweden (hereinafter referred to as "ASSIGNOR"), and MediaDNA, Inc., a corporation having a place of business at 2223 Avenida de la Playa, Suite 105, La Jolla, CA 92037 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of certain rights in the MEDIADNA trademark and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter referred to as "Trademark") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademark and has not abandoned the same;

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademark and Applications worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Applications worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark together with the goodwill symbolized by said Trademark.

Executed at La Jolla, California, this 1 day of July, 1998.

MediaDNA Systems AB

By: [Signature]
Greg Benson

Title: CFO

STATE OF CA
COUNTY OF SAN DIEGO] ss.

On 7/1/98, before me, [Signature], personally appeared Greg Benson personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

[Signature]
Signature

S:\DOCS\EMN\EMN-1610.DOC/kz4
060498

