

12-18-1998

FORM PTO-1594
(Rev. 6-93)

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HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

OMB No. 0951-0011 (exp. 4/94)

100924267

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

12-18-98
SAS Institute Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

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

Execution Date: November 18, 1998

2. Name and address of receiving party(ies)

Name: Southpeak Interactive LLC

Internal Address: _____

Street Address: SAS Campus Drive

City: Cary State: NC ZIP: 27513

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

If assignee 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) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

75/061,856
75/108,572

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

65E

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

Name: Mark H. Tidman, Esq.

Internal Address: BAKER & HOSTETLER LLP

Washington Square Building

Suite 1100

Street Address: 1050 Connecticut Ave., NW

City: Washington State: DC ZIP: 20036

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

02-0398

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Mark H. Tidman
Name of Person Signing

Signature

12/11/98
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 1829 FRAME: 0782

**TRADEMARK
ASSIGNMENT**

This Trademark Assignment is made by and between SAS INSTITUTE INC., a North Carolina corporation (hereinafter "Assignor") and SOUTHPEAK INTERACTIVE LLC, a North Carolina limited liability corporation (hereinafter "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the Trademarks SOUTHPEAK and SOUTHPEAK INTERACTIVE & Design, and Application Serial Nos. 75/061,856 and 75/108,572 therefor (hereinafter "the Trademarks"); and

WHEREAS, Assignor is desirous of assigning, and Assignee, a subsidiary of Assignor, is desirous of obtaining, all right, title and interest in and to the aforementioned Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee all right, title, and interest in and to said Trademarks, and Serial Nos. 75/061,856 and 75/108,572 therefor, together with the goodwill of the business symbolized by said Trademarks, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and/or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damages by reason of past infringement of the Trademarks, with the right to

sue for, and collect the same for its own use and behalf, and for the use and on behalf of its successors, assigns or other legal representatives.

SAS INSTITUTE INC.

By: Karen L. Grimes
Name: Karen L. Grimes
Title: Assistant Secretary

State of North Carolina)
County of Wake) SS

Subscribed and sworn before me this 18th day of November, 1998.

Peggy L. Bennett
Notary Public

My Commission expires: 10/23/99