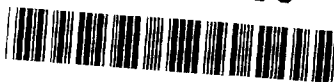


Form PTO-1618A
Expires 06/30/99
OMB 0651-0027

06-05-2000

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



EET

101373509

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type *OPR/FINANCE*

New *MRO 5-12-00*

Resubmission (Non-Recordation)
Document ID#

Correction of PTO Error
Reel # Frame #

Corrective Document
Reel # Frame #

Conveyance Type

Assignment Change of Name

Security Agreement Nunc Pro Tunc Assignment

License Other _____

Merger

U.S. Government
(For Use ONLY by U.S. Government Agencies)

Departmental File Secret File

Conveying Party(ies) Mark if additional names of conveying parties attached

Name eBoodle.com

Execution Date
Month Day Year
05 - 05 - 2000

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Delaware

Receiving Party Mark if additional names of receiving parties attached

Name BizRate.com

DBA/AKATA

Address (line 1) 4053 Redwood Avenue

Address (line 2)

Address (line 3) Los Angeles California 90066
City State/Country Zip Code

Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization California

06/02/2000 DNGUYEN 00000282 501001 75816134

FOR OFFICE USE ONLY

01 FC:481 40.00 CH
02 FC:482 100.00 CH

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

EXPRESS MAIL NO. EE400381985US - DATE OF DEPOSIT MAY 12 2000

TRADEMARK
REEL: 002083 FRAME: 0289

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number (503) 224-2713

Name Bradley M. Ganz

Address (line 1) GANZLAW PC

Address (line 2) P.O. Box 10105

Address (line 3) Portland, Oregon 97296

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments.

3

Application Number(s) or Registration Number(s)

() Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Serial No. 75/816,134
Serial No. 75/816,135
Serial No. 75/858,315
Serial No. 75/877,025
Serial No. 75/877,026

Number of Properties

Enter the total number of properties involved.

5

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 140.00

Method of Payment:

Enclosed ()

Deposit Account (X)

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

50-1001

Authorization to charge additional fees: Yes (X) No ()

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. Charges to deposit account are authorized, as indicated herein.

Bradley M. Ganz

Name of Person Signing

Signature

May 9, 2000
Date

ASSIGNMENT

WHEREAS, eBoodle.com, a Delaware corporation, located and doing business at 2075 Landings Drive, Mountain View, California, 94043, a wholly-owned subsidiary of assignee BizRate.com, has adopted and is using service marks, including service marks for which assignor has filed applications in the United States Patent and Trademark Office for registration, the marks being identified in Appendix A attached hereto; and

WHEREAS, BizRate.com, a California corporation, located and doing business at 4053 Redwood Avenue, Los Angeles, California, 90066, is desirous of acquiring said marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, eBoodle.com does hereby assign unto BizRate.com all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the applications for registration of said marks.

The Commissioner of Patents and Trademarks is requested to issue the certificate of registrations to assignee.

LICENSE BACK

1. GRANT OF LICENSE

Upon receipt of the foregoing Assignment, BizRate.com grants to eBoodle.com a nonexclusive, nontransferable license to use the marks in its name and in connection with the goods and services covered by the marks referred to in Appendix A, and eBoodle.com accepts the license subject to the following terms and conditions.

2. OWNERSHIP OF MARKS

eBoodle.com acknowledges the ownership of the marks in BizRate.com, agrees that it will do nothing inconsistent with such ownership and that all use of the marks by eBoodle.com shall inure to the benefit of and be on behalf of BizRate.com. eBoodle.com agrees that nothing in this License shall give eBoodle.com any right, title or interest in the marks other than the right to use the marks in accordance with this License, and eBoodle.com agrees that it will not attack the title of BizRate.com to the marks or attack the validity of this License.

3. QUALITY STANDARDS

eBoodle.com agrees that the nature and quality of: all services rendered by eBoodle.com in connection with the marks; all goods sold by eBoodle.com under the marks; and all related advertising, promotional and other related uses of the marks by eBoodle.com shall conform to standards set by and be under the control of BizRate.com.

4. QUALITY MAINTENANCE

eBoodle.com agrees to cooperate with BizRate.com in facilitating BizRate.com's control of such nature and quality, to permit reasonable inspection of eBoodle.com's operation, and to supply BizRate.com with specimens of all uses of the marks upon request. eBoodle.com shall comply with all applicable laws and regulations and obtain all appropriate government approvals pertaining to the sale, distribution and advertising of goods and services covered by this License.

5. FORM OF USE

eBoodle.com agrees to use the marks only in the form and manner and with appropriate legends as prescribed from time to time by BizRate.com, and not to use any other trademark or service mark in combination with any of the marks without prior written approval of BizRate.com.

6. TERM

This Agreement shall continue in force and effect for the terms of the registrations issued or to issue for said marks listed in Appendix A and all renewals thereof, except that BizRate.com may give thirty (30) days written notice of termination for any reason.

7. EFFECT OF TERMINATION

Upon termination of this Agreement eBoodle.com agrees, if requested by BizRate.com, to immediately discontinue all use of the marks and any term confusingly similar thereto, and to delete the same from its corporate or business name, to cooperate with BizRate.com or its appointed agent to apply to the appropriate authorities to cancel recording of this Agreement from all government records, to destroy all printed materials bearing any of the marks, and that all rights in the marks and the good will connected therewith shall remain the property of BizRate.com.

BizRate.Com

By Stacey Cluff
Name: STACEY CLUFF
Title: GENERAL COUNSEL

Date: 5-5-00

eBoodle.com

By Stacey Cluff
Name: STACEY CLUFF
Title: ASST. SECRETARY

Date: 5-5-00

APPENDIX A

<u>Serial No.</u>	<u>Filing Date</u>	<u>Mark</u>
75/816,134	October 6, 1999	EBOODLE
75/816,135	October 6, 1999	THE BEST BAR ON THE WEB
75/858,315	November 26, 1999	YOUR PERSONAL SHOPPING ASSISTANT
75/877,025	December 21, 1999	INTERNET SHOPPING CARD
75/877,026	December 21, 1999	THE CARD THAT SHOPS FOR YOU

All other worldwide service mark, trademark, and trade dress rights owned by eBoodle.com.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

BizRate.com, Assignee of eBoodle.com

Serial No. : 75/816,134

Filed : October 6, 1999

For : EBOODLE

BOX NON FEE

Assistant Commissioner for Trademarks
Washington, D.C. 20231

**REVOCATION AND REAPPOINTMENT
OF POWER OF ATTORNEY**

Dear Sir:

Applicant, through the undersigned, hereby revokes any and all previous powers of attorney and appoints Bradley M. Ganz, a member of the Bar of the State of Oregon, its attorney with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein, to transact all business in the Patent and Trademark Office in connection therewith, and to receive any Certificate of Registration.

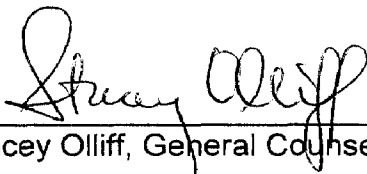
An Assignment of the above-identified application from eBoodle.com to BizRate.com is being filed concurrently herewith for recordation in the Assignment Branch of the U.S. Patent and Trademark Office. Copies of the Assignment and Appendix A are attached hereto for reference.

Please direct all communications concerning this application, and any registration issuing therefrom, as follows:

Bradley M. Ganz
GANZLAW PC
Post Office Box 10105
Portland, Oregon 97296
Telephone: (503) 224-2713
Facsimile: (503) 296-2172
Email: brad@ganzlaw.com

BizRate.com, Assignee of eBoodle.com

Date: 5-5-00

By 
Stacey Olliff, General Counsel

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

BizRate.com, Assignee of eBoodle.com

Serial No. : 75/877,025

Filed : December 21, 1999

For : INTERNET SHOPPING CARD

BOX NON FEE

Assistant Commissioner for Trademarks

Washington, D.C. 20231

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Email: brad@ganzlaw.com

BizRate.com, Assignee of eBoodle.com

Date: 5-5-00

By Stacey Olliff
Stacey Olliff, General Counsel

In re Application of

BizRate.com, Assignee of eBoodle.com

Serial No. : 75/816,135

Filed : October 6, 1999

For : THE BEST BAR ON THE WEB

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Date: 5-5-00

By 
Stacey Olliff, General Counsel

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

BizRate.com, Assignee of eBoodle.com

Serial No. : 75/877,026

Filed : December 21, 1999

For : THE CARD THAT SHOPS FOR YOU

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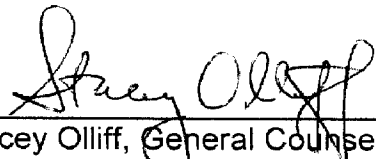
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