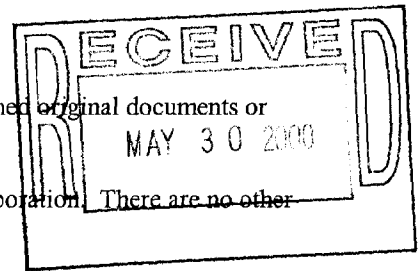


5.30.00



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

1. The name of the conveying party is **The Blake Group, Inc.**, an Oregon corporation. There are no other conveying parties.
2. The name and address of the receiving party is **MarketKnowledge, Inc.**, an Oregon corporation, 124 NW Hawthorne Avenue, Bend, Oregon, 97701. There are no additional names and addresses.
3. The nature of conveyance is an Assignment.
4. The Servicemark Registration Nos. are: **75-583744** and **75-583718**. No additional numbers are attached.
5. The name and address of the party to whom correspondence concerning documents should be addressed to is:

James E. Petersen  
 Karnopp, Petersen, Noteboom, Hansen,  
 Arnett & Sayeg, LLP  
 1201 NW Wall Street, Suite 300  
 Bend, OR 97701

07-05-2000



101395109

6. There are two (2) servicemark applications and registrations involved.
7. The check for the total fee of \$ 65.00 is enclosed.
8. There is no Deposit Account No.
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.

Date this 19<sup>th</sup> day of April, 2000.

  
 \_\_\_\_\_  
 GARY BLAKE

07/03/2000 DCOATES 00000212 75583744

01 FC:481  
02 FC:482

40.00 OP  
 25.00 OP

Do not detach this portion

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

Commission of Patents and Trademarks  
 Box Assignments  
 Washington, DC 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503.

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**TRADEMARK**  
**REEL: 002095 FRAME: 0303**

## SERVICEMARK ASSIGNMENT

WHEREAS, **THE BLAKE GROUP, INC.**, an Oregon corporation, whose address is 124 NW Hawthorne Avenue, Bend, Oregon, 97701, is the owner of the following servicemarks and registrations of said servicemarks.

1. The servicemark LifePhase, and U.S. Servicemark Registration No. 75-583744, issued February 15, 2000.
2. The servicemark MarketKnowledge, and U.S. Servicemark Registration No. 75-583718, issued February 29, 2000.

WHEREAS, MarketKnowledge, an Oregon corporation, whose address is 124 NW Hawthorne Avenue, Bend, Oregon, 97701, is desirous of acquiring all right, title and interest in and to the said servicemarks together with the goodwill of the business with which said servicemarks are used and which is symbolized by such servicemarks, and any and all registrations of said trademarks;

NOW, THEREFORE, for good and valuable consideration, **THE BLAKE GROUP, INC.** has sold, assigned, transferred and set over and does hereby sell, assign, transfer and set over to the said **MARKETKNOWLEDGE, INC.** the entire worldwide right, title and interest in and to said servicemarks, all registrations of said servicemarks, including those listed above, the right to recover for past infringement of said servicemarks, and the goodwill of the business in connection with which said servicemarks are used and which is symbolized by said servicemarks, for said assignee's own use and enjoyment, and for the use and enjoyment of said assignee's successors, assigns or other legal representatives;

Executed this 31<sup>st</sup> day of December, 1999.

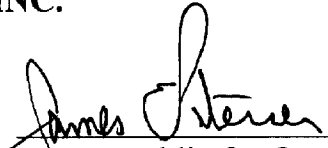
**THE BLAKE GROUP, INC.**

By \_\_\_\_\_

**GARY BLAKE, President**

STATE OF OREGON            )  
  )        ss.  
County of Deschutes        )

This instrument was acknowledged before me on April 19, 2000 by  
**GARY BLAKE** as President of **THE BLAKE GROUP, INC.**

  
\_\_\_\_\_  
Notary Public for Oregon

