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101434509

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

1. Name of conveying party(ies):

The Blake Group, Inc.
124 NW Hawthorne Avenue
Bend, Oregon 97701

- Individual(s)
- General Partnership
- Corporation-State **Oregon**
- Other

- Association
- Limited Partnership

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

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

Execution Date: **June 22, 2000**

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

Name: **MarketKnowledge, Inc.**

Internal Address:

Street Address: **124 NW Hawthorne Avenue**

City: **Bend** State: **OR** ZIP: **97701**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership

Corporation-State **Oregon**

Other

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

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

A. Trademark Application No.(s)

75/583,718
75/583,744

B. Trademark Registration No.(s)

Additional numbers Yes No

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

Name: **Scott P. Sullivan**

Internal Address: **Fredrikson & Byron, P.A.**

1100 International Centre

Street Address: **900 Second Avenue South**

City: **Minneapolis** State: **MN** ZIP: **55402**

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:

06-1910

08/15/2000 DMGUYEN 00000246 75583718

DO NOT USE THIS SPACE

01 FC:481 40.00 DP
02 FC:482 25.00 DP

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.

Scott P. Sullivan

Name of Person Signing

Signature

7/17/00

Date

Total number of pages including cover sheet, attachments, and

5

TRADEMARK

TRADEMARK ASSIGNMENT

WHEREAS, The Blake Group, Inc., an Oregon corporation with offices at 124 NW Hawthorne Avenue, Bend, Oregon 97701 (hereinafter "Assignor"), is the owner of certain trademarks and trademark applications (hereinafter "the Marks") listed on Exhibit A hereto; and

WHEREAS, MarketKnowledge, Inc., an Oregon corporation with offices at 124 NW Hawthorne Avenue, Bend, Oregon 97701, (hereinafter "Assignee") is desirous of acquiring the Marks and the applications thereof; and

WHEREAS, Assignee is a successor to the business of Assignor to which the Marks and the applications pertain, which business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, effective as of December 31, 1999, hereby assigns to Assignee all right, title and interest in and to the Marks and the applications thereof for the United States and throughout the world, together with the goodwill of the business associated therewith and the registrations and the applications thereof, as set forth on Exhibit A hereto.

This Assignment includes all rights in the nature of trademark, service mark, and trade name rights, as well as the right to sue for past infringement by any third party.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all right, title, and interest in an to the Marks and the Applications in the Assignee and to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

The Blake Group, Inc.

By [Signature]
Gary Blake, President

STATE OF _____)
) ss.
COUNTY OF _____)

On this 22nd day of JUNE, 2000, before me appeared GARY BLAKE the person who signed this instrument, who acknowledged that he signed it as a free act.

[Signature]
Notary Public

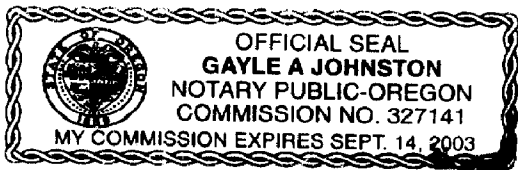


EXHIBIT A

Unregistered Trademarks

MARKETKNOWLEDGE INC.

MARKETKNOWLEDGE

MARKET KNOWLEDGE

LIFEPHASE

LIFE PHASE

Pending Applications

<u>Mark</u>	<u>Country</u>	<u>Serial Number</u>	<u>Filing Date</u>
MARKETKNOWLEDGE INC.	U.S.A.	75/583,718	November 17, 1998
LIFEPHASE	U.S.A.	75/583,744	November 17, 1998

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