

08-17-2000

FORM PTO-1594 (Rev. 6-93) OMB No. 0651-0011 (exp. 4/94)

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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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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): Guthy-Renker Corporation. Includes checkboxes for Individual(s), General Partnership, Corporation-State Delaware, etc.

2. Name and address of receiving party(ies): LookSmart, Ltd. 625 Second Street, San Francisco, CA 94107. Includes checkboxes for citizenship and state.

3. Nature of conveyance: Assignment. Includes checkboxes for Merger, Security Agreement, Change of Name, etc.

4. Application number(s) or patent number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s)

6. Total number of applications and registrations involved: 5. 7. Total fee (37 CFR 3.41) \$ 140.00. Includes checkboxes for Enclosed and deposit account.

5. Name and address of party to whom correspondence concerning document should be mailed: Andrew P. Bridges/Joanne R. Scully, Wilson Sonsini Goodrich & Rosati, 650 Page Mill Road, Palo Alto, CA 94304.

8. Deposit account number: 23-2415 Attn: 18166-TM1023. (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. Signed by Betsy Rossner on 7/18/00.

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

08/16/2000 MTHA11 00000230 2116749. Includes a stamp with 40.00 OP and 100.00 OP.

TRADEMARK REEL: 002121 FRAME: 0516

# TRADEMARK ASSIGNMENT

WHEREAS, GUTHY-RENKER CORPORATION, a Delaware corporation located and doing business at 3340 Ocean Park, Santa Monica, California 90405, and GUTHY-RENKER INTERNET LLC, a California limited liability company located and doing business at 3340 Ocean Park, Santa Monica, California, 90405, (collectively "GUTHY-RENKER") have adopted and used, or have the intent to use, as the case may be, the following marks, for which applications or registrations had been filed or are pending in the United States and other countries as shown below:

Trademark	Registration or Serial No.	Date of Registration
AMERICA'S CHOICE MALL	U.S. Reg. No. 2,116,749	November 25, 1997
CHOICE REAL ESTATE	U.S. Reg. No. 2,200,753	October 27, 1998
CHOICE MALL	U.S. Serial No. 75-392247	
AUTHORIZED DEALER M CHOICE MALL	U.S. Serial No. 75-555925	
CHOICE MEDNET	U.S. Serial No. 75-294310	
CHOICE FOOD & FUN	U.S. Serial No. 75-290754	
CHOICE PLAZA	U.S. Serial No. 75-290752	
CP CHOICE PLAZA	U.S. Serial No. 75-386057	
CHOICE WORLD (PLANET LOGO)	U.S. Serial No. 75-386058	
JAPAN'S CHOICE MALL	U.S. Serial No. 75-294112	
? BUY IT ON THE WEB	U.S. Serial No. 75-383769	(Potentially abandoned)
? CITYLIVE	U.S. Serial No. 75-092765	
AMERICA'S CHOICE MALL	Japan Serial No. 171452/97	
AMERICA'S CHOICE MALL	China Serial No. 9700114715	

CHOICE MALL

Japan Serial No. 167760/97

CHOICE MALL

China Serial No. 9700111943

CHOICEMALL.COM

U.S. Serial No. 75-057071 (Potentially abandoned)

CHOICE WELLNESS

U.S. Serial No. 75-290725 (Potentially abandoned)

WHEREAS, GUTHY-RENKER and LOOKSMART, LTD ("LOOKSMART"), a corporation of the state of Delaware whose principal place of business is located at 625 Second Street, San Francisco, California, 94107, have entered into an Asset Purchase Agreement dated March 26, 1999, pursuant to which GUTHY-RENKER agreed to assign to LOOKSMART all of its right, title, and interest in and to the marks in connection with the transfer of the business to which the marks pertain;

WHEREAS, GUTHY-RENKER desires to assign all their interest in the trademarks, the registrations and the applications in connection with the Asset Purchase Agreement;

WHEREAS, LOOKSMART desires to acquire all of GUTHY-RENKER's interest in the trademarks, the registrations and the applications;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, GUTHY-RENKER CORPORATION and GUTHY-RENKER INTERNET LLC hereby assign to LOOKSMART LTD all of their right, title and interest in and to the trademarks, the registrations, and the applications, together with the goodwill of the business symbolized by the trademarks and applications and/or registrations thereof.

Executed effective March 26, 1999.

GUTHY-RENKER CORPORATION



Name: *B. Van de Bunt*  
Title: *EVP; Corporate Secretary*

GUTHY-RENKER INTERNET LLC



Name: *B Van de Bunt*  
Title: *Member*

Commissioner of Patents & Trademarks  
U.S. Patents and Trademarks Office  
July 18, 2000  
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**Mark** CHOICE MALL  
**Registration No.** 2,292,023  
**Registrant:** LookSmart, Ltd. (assigned from Guthy-Renker Corporation)  
**Registration Date:** 11/16/99  
**Attorney Docket No.:** 18166-TM1020

**Mark:** CP CHOICE PLAZA AND DESIGN  
**Registration No.:** 2,266,348  
**Registrant:** Looksmart,Ltd. (assigned from Guthy-Renker Corporation)  
**Registration Date:** 8/3/99  
**Attorney Docket No.:** 18166-TM1024

**Mark:** CHOICE WORLD AND DESIGN  
**Registration No.:** 2,273,587  
**Registrant:** LookSmart, Ltd. (assigned from Guthy-Renker Corporation)  
**Registration Date:** 8/31/99  
**Attorney Docket No.:** 18166-TM1023

Enclosed for filing is a duly executed Recordation Form Cover Sheet to record the Trademark Assignment from Guthy-Renker Corporation to LookSmart, Ltd. for the marks identified above.

Also enclosed is a check made payable to the "Commissioner of Patents and Trademarks" in the amount of \$140.00 for the recording of the Trademark Assignment. The Commissioner is authorized to charge any additional fees which may be required, including extension fees, or credit any overpayment to Deposit Account No. 23-2415 ATTN: 18166 -TM1023.

Please return the Trademark Assignment recordation papers with the stamped reel and frame numbers to Joanne R. Scully at the address shown below and please take note that all correspondence regarding the recordation of Trademark Assignment and the related registrations should be directed to:

Andrew P. Bridges  
Joanne R. Scully  
Wilson Sonsini Goodrich & Rosati  
Professional Corporation  
650 Page Mill Road  
Palo Alto, CA 94304  
(650) 493-9300