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09-01-2000

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



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

101448093

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

#### Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

2134027

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual  General Partnership  Limited Partnership  Corporation  Association

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.)

Other

Citizenship/State of Incorporation/Organization

08/31/2000 NTHA11 00000182 2134027

FOR OFFICE USE ONLY

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40.00 DP

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

**TRADEMARK**  
**REEL: 002128 FRAME: 0443**

**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

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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

#

**Trademark 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)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2134027"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties** Enter the total number of properties involved.

#

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed  Deposit Account

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

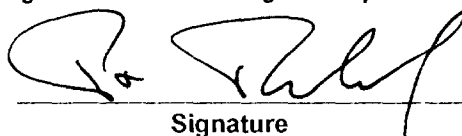
Deposit Account Number: #

Authorization to charge additional fees: Yes  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.

PETER ROTHENBERG  
Name of Person Signing

  
Signature

JULY 28, 2000  
Date Signed

**TRADEMARK ASSIGNMENT**

WHEREAS TargetCom, Inc., organized and existing under the laws of the State of Illinois, with its principal place of business at 444 North Michigan Avenue, Chicago, Illinois 60611, United States of America ("Assignor") has used the trademarks set forth on the attached Schedules of Trademarks; and

WHEREAS TargetCom LLC, organized and existing under the laws of the State of Delaware, with its principal place of business at 444 North Michigan Avenue, Chicago, Illinois 60611, United States of America ("Assignee") is desirous of acquiring any and all rights that Assignor may have throughout the world in and to the Trademarks and the applications and registrations therefore, together with the goodwill interest of the business in connection with which the Trademarks are used and symbolized by the Trademarks, throughout the world, along with the right to recover for damages and profits for any past, present or future infringements thereof.

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors, legal representatives and assigns, all of Assignor's rights, title and interest in and to the Trademarks and the registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, throughout the world, along with all rights to damages and profits, due or accrued, arising out of past, present or future infringements thereof or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

Assignor further 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 Assignor's right, title and interest in and to the Trademarks to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of the Assignor.

IN WITNESS WHEREOF, this instrument has been executed this 30<sup>th</sup> day of June, 2000.

TARGETCOM, INC., Assignor

By: \_\_\_\_\_  
Name: Jay Miller  
Title: President

TARGETCOM LLC, Assignee

By: \_\_\_\_\_  
Name: Jay Miller  
Title: Chief Executive Officer



**SCHEDULE "1"**

**A. Registered Trademark**

Trademark: TARGETCOM  
Registration Number: 2,134,027  
Goods and Services : 035

**B. Domain Name: TARGETCOM.COM**

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