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**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

Merger

Change of Name

Other

Effective Date  
Month Day Year

**Conveying Party**

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

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

Other

Citizenship/State of Incorporation/Organization

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.)

FOR OFFICE USE ONLY

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, DC 20330

**TRADEMARK**  
REEL: 002136 FRAME: 0034

**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" value="75610996"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2141842"/>	<input type="text" value="2122851"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2287389"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1859694"/>	<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 Previously Submitted  
(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.

Ralph C. Francis

Name of Person Signing

Signature

8/28/2000

Date Signed

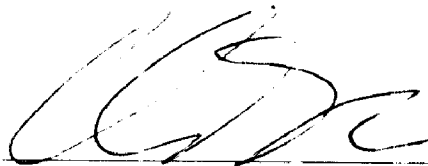
**ASSIGNMENT OF MARK**

**MARK: REDHERRING.COM**

**WHEREAS** Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 has adopted, used and is using a mark which is pending registration in the United States Patent and Trademark Office; and

**WHEREAS** Red Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 is desirous of acquiring said mark and the pending registration thereof;

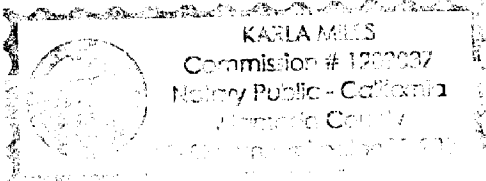
**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, said Herring Communications, Inc. does hereby assign unto said Red Herring Communications, Inc. all right, title and interest in and to the said mark with the good will of the business symbolized by the mark, and any registration thereof.



Christopher Alden  
President  
Herring Communications, Inc.

State of California        )  
                                      ) ss.  
County of San Francisco )

On this 17<sup>th</sup> day of May, 2000, before me appeared CHRISTOPHER ALDEN, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.



**ASSIGNMENT OF REGISTRATION OF MARK**

**MARK: HERRING COMMUNICATIONS**

**WHEREAS** Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 2141842, dated March 10, 1998; and

**WHEREAS** Red Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 is desirous of acquiring said mark and the registration thereof;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, said Herring Communications, Inc. does hereby assign unto said Red Herring Communications, Inc. all right, title and interest in and to the said mark with the good will of the business symbolized by the mark, and the above identified registration thereof.

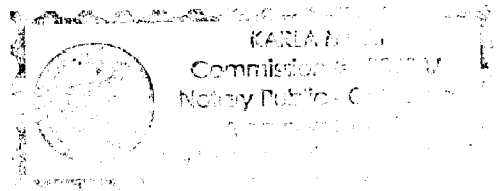


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Christopher Alden  
President  
Herring Communications, Inc.

State of California            )  
  ) ss.  
County of San Francisco    )

On this 17<sup>th</sup> day of May, 2000, before me appeared CHRISTOPHER ALDEN, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.

Karla B. [Signature]



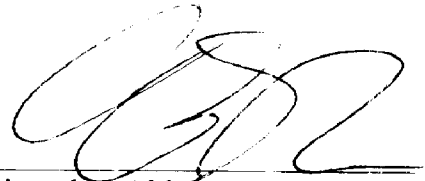
# ASSIGNMENT OF REGISTRATION OF MARK

**MARK: THE RED HERRING and Design**

**WHEREAS** Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 2287389, dated October 19, 1999; and

**WHEREAS** Red Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 is desirous of acquiring said mark and the registration thereof;

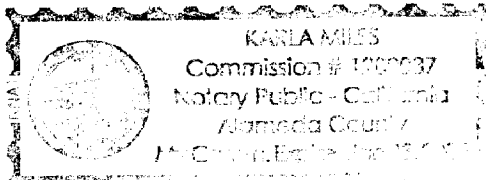
**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, said Herring Communications, Inc. does hereby assign unto said Red Herring Communications, Inc. all right, title and interest in and to the said mark with the good will of the business symbolized by the mark, and the above identified registration thereof.



Christopher Alden  
President  
Herring Communications, Inc.

State of California )  
) ss.  
County of San Francisco )

On this 17<sup>th</sup> day of May, 2000, before me appeared CHRISTOPHER ALDEN, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.



Karla Miles

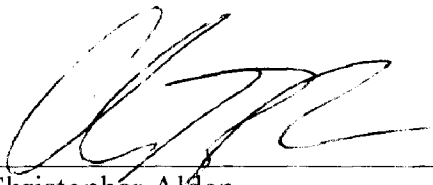
**ASSIGNMENT OF REGISTRATION OF MARK**

**MARK: THE RED HERRING**

**WHEREAS** Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 1859694, dated October 25, 1994; and

**WHEREAS** Red Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 is desirous of acquiring said mark and the registration thereof;

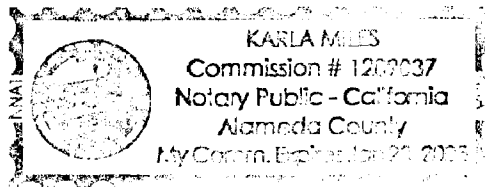
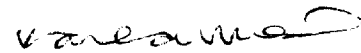
**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, said Herring Communications, Inc. does hereby assign unto said Red Herring Communications, Inc. all right, title and interest in and to the said mark with the good will of the business symbolized by the mark, and the above identified registration thereof.



Christopher Alden  
President  
Herring Communications, Inc.

State of California )  
) ss.  
County of San Francisco )

On this 17<sup>th</sup> day of May, 2000, before me appeared CHRISTOPHER ALDEN, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.




# ASSIGNMENT OF REGISTRATION OF MARK

**MARK: HERRING.COM**

**WHEREAS** Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 2122851, dated December 23, 1997; and

**WHEREAS** Red Herring Communications, Inc., located at 1550 Bryant Street, Suite 950, San Francisco, California 94103 is desirous of acquiring said mark and the registration thereof;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, said Herring Communications, Inc. does hereby assign unto said Red Herring Communications, Inc. all right, title and interest in and to the said mark with the good will of the business symbolized by the mark, and the above identified registration thereof.

  
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Christopher Alden  
President  
Herring Communications, Inc.

State of California        )  
                                  ) ss.  
County of San Francisco )

On this 17<sup>th</sup> day of May, 2000, before me appeared CHRISTOPHER ALDEN, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.

  
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