

KOLISCH
HARTWELL
DICKINSON
McCORMACK
& HEUSER

09-26-2000



101471267

9-14-00

Our File - RTK 466

September 11, 2000

Commissioner of Patents and Trademarks
Box Assignment
Washington, D.C. 20231

Sir:

RECORDATION FORM COVER SHEET
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Enclosed for recordation in the records of the U.S. Patent and Trademark Office is an original document with particulars as follows:

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- (1) Name of conveying party:
Rentrak Corporation, an Oregon corporation
- (2) Name and address of receiving party:
3PF.Com
One Airport Center
7700 N.E. Ambassador Place
Portland, Oregon 97220
a Delaware corporation

(3) The nature of the conveyance is an assignment, which was executed September 11, 2000.

- | | | |
|-----|---------------------------|--------------------|
| (4) | <u>Application No.(s)</u> | <u>Filing Date</u> |
| | 75/616,272 | January 4, 1999 |

00000198 756/6272 40.00 DF
09/26/2000 KH111 01 FC:481

(5) Any and all correspondence concerning this document should be addressed and mailed to the following:

Owen W. Dukelow
Kolisch, Hartwell, Dickinson,
McCormack & Heuser
200 Pacific Building
520 S.W. Yamhill Street
Portland, Oregon 97204

(6) The total number of trademark applications involved in this conveyance is one (1).

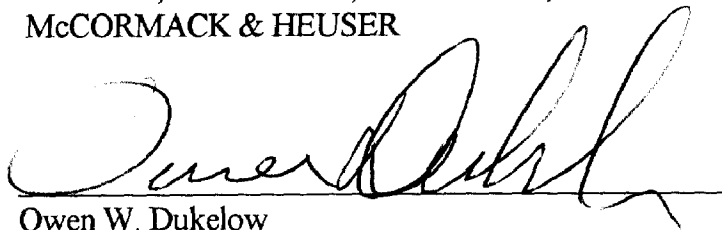
(7) Our check in the amount of \$40.00 to cover the recordation fee is enclosed, in accordance with 37 C.F.R. § 3.41.

(8) Please charge our Deposit Account No. 11-1540 for any additional fees which may be required. A duplicate copy of this form is attached.

(9) 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.

Respectfully submitted,

KOLISCH, HARTWELL, DICKINSON,
McCORMACK & HEUSER



Owen W. Dukelow
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of Attorneys for Applicant

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TRADEMARK
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ASSIGNMENT

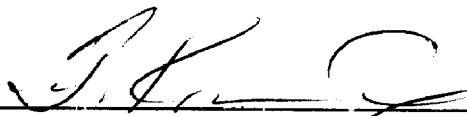
WHEREAS, RENTRAK CORPORATION, a corporation organized and existing under the laws of the State of Oregon, is the sole and exclusive owner of United States Trademark Application Serial No. 75/616,272 for the Mark THE SHORTEST DISTANCE BETWEEN YOU AND YOUR CUSTOMER, filed January 4, 1999.

WHEREAS, 3PF.Com, Inc., a corporation organized and existing under the laws of the State of Delaware, located and doing business at One Airport Center, 7700 N.E. Ambassador Place, Portland, Oregon 97220, United States of America, is desirous of acquiring the above application and any registration issuing therefrom;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, RENTRAK CORPORATION does hereby assign unto 3PF.COM, INC. all right, title and interest in and to the above application, together with the good will of the business connected with the use of and symbolized by the mark.

RENTRAK CORPORATION

Date: 9-5-00



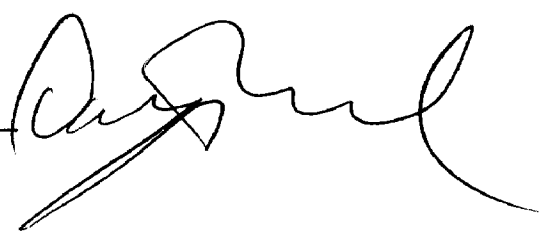
F. Kim Cox, President
Rentrak Corporation

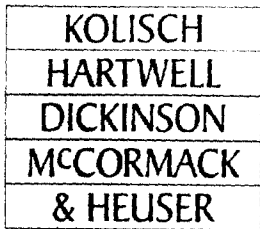
Witness:

DARYL T. WINDAND
(Name)

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Portland, OR 97215
(City, State)





A Professional Corporation

PATENT, TRADEMARK
& COPYRIGHT ATTORNEYS

September 11, 2000

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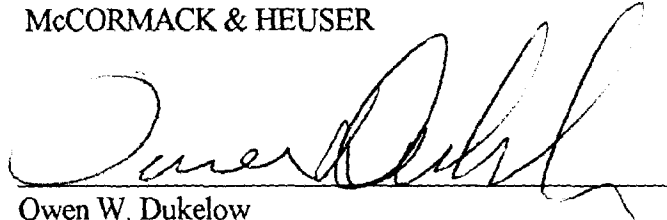
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