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

12-26-2000



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

101561939
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
- Effective Date
Month Day Year
9 / 14 / 1999
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name **MySoftware Company**

Execution Date
Month Day Year

9 / 14 / 1999

Formerly _____

7577513

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization **Delaware**

Receiving Party

Mark if additional names of receiving parties attached

Name **ClickAction, Inc.**



DBA/AKA/TA _____

12-06-2000

Composed of _____

U.S. Patent & TMO/TM Mail Rcpt Dt. #70

Address (line 1) **2197 East Bayshore Road**

Address (Line 2) _____

Address (line 3) **Palo Alto**

California

94303

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization **Delaware**

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, D.C. 20231

12/22/2000 6TON11 00000232 7577513

01 FC:481 40.00 OP

02 FC:482 25.00 OP

TRADEMARK
REEL: 002199 FRAME: 0993

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

(650) 494-0600

Name

David N. Weiskopf, Esq.

Address (line 1)

Fenwick & West LLP

Address (line 2)

Two Palo Alto Square, Suite 800

Address (line 3)

Palo Alto, CA 94306

Address (line 4)

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

#

5

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).

Trade Application Numbers

Registration Numbers

75/777,513

75/779,489

Number of Properties

Enter the total number of properties involved.

#

2

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

65.00

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:

#

50-0261

Authorization to charge additional fees:

Yes

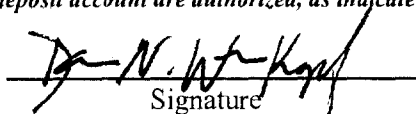
No

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.

David N. Weiskopf, Esq.

Name of Person Signing


Signature

December 6, 2000

Date Signed

U

State of Delaware
Office of the Secretary of State

PAGE 1

I, EDWARD J. FREEL, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

"CLICKACTION INC.", A DELAWARE CORPORATION,
WITH AND INTO "MYSOFTWARE COMPANY" UNDER THE NAME OF
"CLICKACTION INC.", A CORPORATION ORGANIZED AND EXISTING UNDER
THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS
OFFICE THE FOURTEENTH DAY OF SEPTEMBER, A.D. 1999, AT 9 O'CLOCK
A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE
NEW CASTLE COUNTY RECORDER OF DEEDS.



Edward J. Freel, Secretary of State

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991382181

AUTHENTICATION: 9968542
DATE: 09-14-99

TRADEMARK
REEL: 002199 FRAME: 0995

CERTIFICATE OF OWNERSHIP AND MERGER

MERGING

CLICKACTION INC.,
a Delaware Corporation

INTO

MYSOFTWARE COMPANY,
a Delaware Corporation

Pursuant to Section 253 of the
General Corporation Law of the State of Delaware

MySoftware Company, a corporation organized and existing under the General Corporation Law of the State of Delaware,

DOES HEREBY CERTIFY:

FIRST: That this corporation owns all of the outstanding shares of ClickAction Inc., a corporation organized and existing under the General Corporation Law of the State of Delaware.

SECOND: That this corporation, by the following resolutions of its Board of Directors, duly adopted on the 18th day of August, 1999, determined to merge ClickAction Inc. into itself on the terms and conditions set forth in such resolutions:

RESOLVED, that ClickAction Inc., a Delaware corporation and a wholly-owned subsidiary of the Corporation ("Merger Sub"), be merged with and into the Corporation (the "Merger") and that the Corporation be the surviving corporation in such Merger,

RESOLVED FURTHER, that the Merger shall become effective upon the date and time of the filing, pursuant to Section 253 of the General Corporation Law of the State of Delaware, of a Certificate of Ownership and Merger (the "Certificate of Merger") with the Secretary of State of the State of Delaware;

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1.

STATE OF DELAWARE
SECRETARY OF STATE
DIVISION OF CORPORATIONS
FILED 09:00 AM 09/14/1999
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TRADEMARK
REEL: 002199 FRAME: 0996

RESOLVED FURTHER, that upon the effectiveness of the Merger, (i) the Corporation shall assume all of the liabilities and obligations of Merger Sub, (ii) the name of the Corporation shall be changed from "MySoftware Company" to "ClickAction Inc.", (iii) the Bylaws of the Corporation shall be amended to change the name of the Corporation from "MySoftware Company" to "ClickAction Inc.", and (iv) the Nasdaq listing symbol of the Corporation shall be changed accordingly:

RESOLVED FURTHER, that the officers of the Corporation be, and each of them hereby is, authorized and directed, for and on behalf of the Corporation, to effect all filings and qualifications, and take all further actions, that any such officer deems to be necessary or appropriate to comply with state or federal securities laws in connection with the transactions contemplated by the Merger and the Certificate of Merger; and

RESOLVED FURTHER, that the officers of the Corporation be, and each of them hereby is, authorized and directed, for and on behalf of the Corporation, to execute and deliver all other instruments, effect all filings and qualifications, and take all further actions, that either of them deem to be necessary or appropriate to carry out the purposes of the foregoing resolutions and to consummate the transactions contemplated by the Merger and the Certificate of Merger.

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CERTIFICATE OF OWNERSHIP AND MERGER

MERGING

CLICKACTION INC.,
a Delaware Corporation

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MySoftware Company, a corporation organized and existing under the General Corporation Law of the State of Delaware,

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SECOND: That this corporation, by the following resolutions of its Board of Directors, duly adopted on the 18th day of August, 1999, determined to merge ClickAction Inc. into itself on the terms and conditions set forth in such resolutions:

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RESOLVED FURTHER, that the Merger shall become effective upon the date and time of the filing, pursuant to Section 253 of the General Corporation Law of the State of Delaware, of a Certificate of Ownership and Merger (the "Certificate of Merger") with the Secretary of State of the State of Delaware;

RESOLVED FURTHER, that upon the effectiveness of the Merger, (i) the Corporation shall assume all of the liabilities and obligations of Merger Sub, (ii) the name of the Corporation shall be changed from "MySoftware Company" to "ClickAction Inc.", (iii) the Bylaws of the Corporation shall be amended to change the name of the Corporation from "MySoftware Company" to "ClickAction Inc.", and (iv) the Nasdaq listing symbol of the Corporation shall be changed accordingly;

RESOLVED FURTHER, that the officers of the Corporation be, and each of them hereby is, authorized and directed, for and on behalf of the Corporation, to effect all filings and qualifications, and take all further actions, that any such officer deems to be necessary or appropriate to comply with state or federal securities laws in connection with the transactions contemplated by the Merger and the Certificate of Merger; and

RESOLVED FURTHER, that the officers of the Corporation be, and each of them hereby is, authorized and directed, for and on behalf of the Corporation, to execute and deliver all other instruments, effect all filings and qualifications, and take all further actions, that either of them deem to be necessary or appropriate to carry out the purposes of the foregoing resolutions and to consummate the transactions contemplated by the Merger and the Certificate of Merger.

[remainder of this page intentionally left blank]

NESS WHEREOF, this Certificate of Ownership and Merger is hereby executed on behalf of the surviving Corporation, MySoftware
and attested to by its officers thereunto duly authorized.

September 14, 1999

MYSOFTWARE COMPANY

By: /s/ Gregory W. Slayton

Gregory W. Slayton
Chief Executive Officer

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