

02-26-2001



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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 Effective Date
Month Day Year _____
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name ShoppingList.com, Inc.

01302001

Formerly _____

- 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 SalesHound.com, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 350 West Erie Street

Address (line 2) _____

Address (line 3) Chicago

City

IL

State/Country

60610

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

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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
REEL: 002240 FRAME: 0101

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="75733077"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75742590"/>	<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.

Robert P. Tedesco, Esq.

Name of Person Signing

Signature

02/13/01

Date Signed

ASSIGNMENT OF SERVICE MARK APPLICATIONS

WHEREAS, SHOPPINGLIST.COM, INC., a Delaware corporation, having a principal place of business at 205 Town & Country Village, Sunnyvale, California 94086, has adopted, used and is using the following service marks and has applied for the registration of said marks in the United States Patent & Trademark Office:

<u>Service Marks</u>	<u>Serial No.</u>	<u>Filing Date</u>
SHOPPINGLIST.COM	75733077	June 21, 1999
VSERT	75742590	July 2, 1999

WHEREAS, SALESBOUND.COM, INC., a Delaware corporation, having a place of business at 350 West Erie Street, Chicago, IL 60610, is desirous of acquiring said marks and the said applications for registration thereof and the goodwill thereto pertaining;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, SHOPPINGLIST.COM, INC. does hereby assign unto the said SALESBOUND.COM, INC. all of its right, title and interest in and to the said marks, the applications for registration thereof, together with the goodwill of the business symbolized by the said marks, and the above identified applications for registration thereof and SALESBOUND.COM, INC. accepts such assignment.

IN WITNESS WHEREOF, the parties have executed this Assignment under seal as of the 30th day of January, 2001.

SHOPPINGLIST.COM, INC.

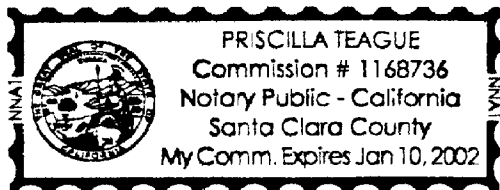
By: Jeffrey Greenberg
Jeffrey Greenberg
President, duly authorized

SALESBOUND.COM, INC

By: Brian Hand
Brian Hand
Chairman and CEO, duly authorized

State of California
County of Santa Clara

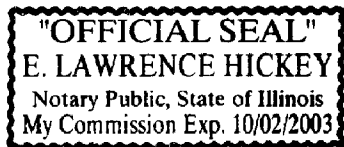
On this 11th day of January, 2001, before me personally appeared Jeffrey Greenberg, who being by me duly sworn, deposes and says that he is the President of ShoppingList.com, Inc. and that he signed such Assignment on behalf of said corporation by authority of the Board of Directors of said corporation.



Priscilla Teague
Notary Public
My commission expires: 1-10-02

State of ILLINOIS
County of COOK

On this 30th day of January, 2001, before me personally appeared Brian Hand, who being by me duly sworn, deposes and says that he is the Chairman and Chief Executive Officer of SalesHound.com, Inc. and that he signed such Assignment on behalf of said corporation by authority of the Board of Directors of said corporation.



E. Lawrence Hickey
Notary Public
My commission expires: 10/2/2003

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