

05-18-2001



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RECORDATION FORM COVER SHEET  
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**Conveying Party**  Mark if additional names of conveying parties attached

Name United Air Lines, Inc. Execution Date 02152001  
Month Day Year

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 MediaTracks, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 2250 East Devon Avenue

Address (line 2) Suite 150

Address (line 3) Des Plaines Illinois 60018-4507  
City State/Country Zip Code

Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Illinois

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.)

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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)

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**Pages**

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

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**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)

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| <input type="text" value="1793008"/> | <input type="text"/> | <input type="text"/> |
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**Number of Properties**

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**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:

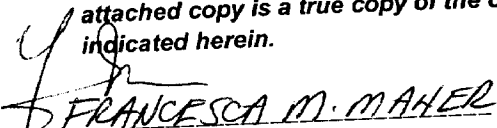
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FRANCESCA M. MAHER  
Name of Person Signing

Signature

Date Signed

STATE OF ILLINOIS )  
 ) SS.  
COUNTY OF COOK )

**BILL OF SALE**

Seller, United Air Lines, Inc., a Delaware Corporation, for good and valuable consideration, receipt whereof is hereby acknowledged, does hereby sell, assign, transfer and set over to Buyer, MediaTracks, Inc., an Illinois Corporation, all rights, title and interest in the trademark "Viewpoints" which is registered in the United States Patent and Trademark Office, Registration No. 1793008, Serial No. 74334217, and with a Registration Date of September 14, 1993.

Seller hereby represents and warrants to Buyer that Seller is the absolute owner of said trademark, that said trademark is free and clear of all liens, charges and encumbrances, and that Seller has full right, power and authority to sell said trademark and to make this bill of sale.

IN WITNESS WHEREOF, Sellers have signed and sealed this bill of sale at

*Elk Grove Township, Illinois U.S.A.*, this *15th* day of February, 2001.

UNITED AIR LINES, INC.

BY: *[Signature]* (SEAL)

ITS: *Senior Vice President, General Counsel & Secretary*

Subscribed and sworn to before me  
this *15th* day of *February*, *2001*.

*Doris McGhie*  
Notary Public

