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REGISTRATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



101699957

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Guthy-Renker Corporation

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: LookSmart Ltd.

Internal Address: _____

Street Address: 625 Second Street

City: San Francisco State: CA ZIP: 94107

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: January 8, 2001

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)
75/386,059

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Andrew P. Bridges / Joanne R. Scully

Internal Address: Wilson Sonsini Goodrich & Rosati

Professional Corporatoin _____

Street Address: 650 Page Mill Road

City: Palo Alto State: CA ZIP: 94304

6. Total number of applications and registrations involved:1

7. Total fee (37 CFR 3.41)..... \$ 40.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
23-2415 Attn: 18166-TM1022

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Joanne R. Scully _____ April 16, 2001
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002285 FRAME: 0548

TRADEMARK ASSIGNMENT

WHEREAS, GUTHY-RENKER CORPORATION, a Delaware corporation having offices at 3340 Ocean Park, Santa Monica, California 90405 ("GUTHY-RENKER") has adopted and used, or has the intent to use, as the case may be, the following marks, for which applications or registrations have been filed or are pending in the United States and other countries as shown below:

Trademark	Registration or Serial No.
CM CHOICE MALL	U.S. Serial No. 75-386059

WHEREAS, GUTHY-RENKER and LOOKSMART, LTD., having offices at 625 Second Street, San Francisco CA 94107 ("LOOKSMART"), have entered into an Asset Purchase Agreement dated March 26, 1999, pursuant to which GUTHY-RENKER agreed to assign to LOOKSMART all of its right, title, and interest in and to the marks in connection with the transfer of the business to which the marks pertain;

WHEREAS, GUTHY-RENKER desires to assign all its interest in the trademarks, the registrations and the applications in connection with the Asset Purchase Agreement, and LOOKSMART desires to acquire all of GUTHY-RENKER's interest in the trademarks, the registrations and the applications;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, GUTHY-RENKER hereby assigns to LOOKSMART all of its right, title and interest in and to the trademarks, the registrations, and the applications, together with the goodwill of the business symbolized by the trademarks and applications and/or registrations thereof.

Executed effective January 8, 2001.

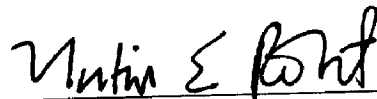
GUTHY-RENKER CORPORATION



Name: B Van de Bunt

Title: EVP

LOOKSMART, LTD.



Name:

Title: General Counsel