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

1. Name of conveying party(ies): 6-21-01 Advertising Concepts, Inc. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State [] Other Additional name(s) of conveying party(ies) attached? [] Yes [x] No

2. Name and address of receiving party(ies) Name: DirectStuff.com, Inc. Internal Address: Street Address: Foster Plaza, Bldg. #8, 3rd Floor City: Pittsburgh, State: PA Zip: 15220 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership JUN 21 2001 [x] Corporation-State Delaware Corporation [] 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 [x] Change of Name [] Other Execution Date: December 20, 1999

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 75/6 7 8 9 10 B. Trademark Registration No.(s) Additional number(s) attached [] Yes [x] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Gene P. Tempesta, Esq. Internal Address: Burns, White & Hickton Street Address: 120 Fifth Avenue Suite 2400 City: Pittsburgh State: PA Zip: 15222

6. Total number of applications and registrations involved: 1 7. Total fee (37 CFR 3.41): \$ 40.00 [x] Enclosed [] Authorized to be charged to deposit account 8. Deposit account number: N/A (Attach duplicate copy of this page if paying by deposit account)

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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. Name of Person Signing: [Signature] Signature: [Signature] Date: June 21, 2001 Total number of pages including cover sheet, attachments, and document: 1

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

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