

2-19-02

RECORD



E  
Trademark Office

To the Honorable Commissioner of Patent and Trademark

102012305

and original document or copy thereof.

1. Name of Party(ies) conveying an interest:

Best U. S. Holdings, Inc.  
17950 Preston Road  
Suite 800  
Dallas, Texas 75252

2-19-02

FINANCE SECTION

2. Name and Address of Party(ies) receiving an interest:

Interact Commerce Corporation  
8800 North Gainey Center Drive  
Suite 200  
Scottsdale, Arizona 85258

- Individual(s)
- General Partnership
- Corporation - Delaware
- Other

- Association
- Limited Partnership

- Individual
- General Partnership
- Corporation - Delaware
- Other
- Citizenship

- Association
- Limited Partnership

3. Interest Conveyed:

- Assignment
- Security Agreement
- Other
- Change of Name
- Merger

If not domiciled in the United States, a domestic representative designation is attached:

- Yes
- No

Execution Date: January 1, 2002

4. Application number(s) or registration number(s). Additional sheet attached?

Yes X No

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,387,235; 1,982,312; 1,647,931; 2,056,050; 2,466,623 and 2,056,051

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

Name: Pamela S. Ratliff, Esq.  
Baker Botts L.L.P.  
Street Address: 2001 Ross Avenue, Suite 600  
City: Dallas  
State: Texas Zip: 75201-2980

6. Number of applications and registrations involved: 6

7. Amount of fee enclosed or authorized to be charged: \$165.00

8. Deposit account number (Attach duplicate copy of this form if paying by deposit account):

03/12/2002 AHMED1 00000047 2387235

DO NOT USE THIS SPACE

01 FC:481 40.00 OP  
02 FC:482 125.00 OP

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.

Pamela S. Ratliff  
Name of Person Signing

*Pamela S. Ratliff*  
Signature

February 19, 2002  
Date

Total number of pages including cover sheet

7

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information:

Commissioner of Patent and Trademarks  
Box Assignments  
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503

## ASSIGNMENT OF TRADEMARKS

WHEREAS, Best U.S. Holdings, Inc., a Delaware corporation (“**Assignor**”) has adopted or intends to adopt and uses or intends to use in its business the marks (the “**Marks**”), itemized in a schedule attached hereto captioned the “**Assigned Marks Schedule**” and owns the registrations and applications for the Marks in the United States Patent & Trademark Office as set forth in the Assigned Marks Schedule; and

WHEREAS, Assignor wishes to transfer all right, title and interest in and to the Marks, including the U.S. registrations thereof and applications to register the Marks, together with the goodwill symbolized by the Marks or to be symbolized by the Marks, in connection with the sale of assets, properties and rights of the business with respect to which the Marks are used by Interact Commerce Corporation, a Delaware corporation, having a place of business at 8800 North Gainey Center Drive, Suite 200, Scottsdale, Arizona 85258 (“**Assignee**”); and

WHEREAS, Assignee wishes to acquire all right, title and interest in and to the Marks, as aforesaid, including the registrations and applications to register the Marks, together with the goodwill symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and set over to Assignee, Assignor’s entire right, title and interest in and to the Marks and the registrations and applications to register thereof, and all associated goodwill.

The Assistant Commissioner for Trademarks is requested to record this Assignment of Trademarks and Registrations in the files of the Marks.

Dated: January 1, 2002

Best U.S. Holdings, Inc.

By: 

Name: Scott Jones

Title: Chief Financial Officer

# ASSIGNED MARK SCHEDULE

FILE NO. COUNTRY	MARK	GOODS/SERVICES	APPLN. NO. APPLN. DATE	REG. NO. REG. DATE	RENEWAL DATE	STATUS
021101.0178 Canada	<b>TELEMAGIC</b>		796166 30-Oct-1995	467171 05-Dec-1996	05-Dec-2011	Registered
<i>In the name</i>	<i>Remote Control International</i>	<i>Class(es): NA00</i>				
		Computer programs and program manuals for providing contact management and sales automation				
021101.0181 Germany	<b>TELEMAGIC</b>		39544694.5 03-Nov-1995	39544694 11-Jun-1996	30-Nov-2005	Registered
<i>In the name</i>	<i>Remote Control International</i>	<i>Class(es): IN9; IN16</i>				
		Computer programs for providing contact management and sales automation information program manuals for providing contact management and sales automation information				
021101.0228 Australia	<b>BUSINESS SUCCESS IN MOTION</b>		822614 07-Feb-2000	822614 29-Jan-2001	07-Feb-2010	Registered
<i>In the name</i>	<i>Sage U.S. Holdings, Inc.</i>	<i>Class(es): IN9</i>				
		Computer programs and program manuals, distributed as a unit, for providing customer and/or client contact management, business process automation and sales automation information.				
021101.0229 Canada	<b>BUSINESS SUCCESS IN MOTION</b>		1073903 06-Feb-2000			Pending
<i>In the name</i>	<i>Sage U.S. Holdings, Inc.</i>	<i>Class(es): IN9</i>				
		Computer programs and program manuals, distributed as a unit, for providing customer and/or client contact management, business process automation and sales automation information.				
021101.0231 European Community	<b>BUSINESS SUCCESS IN MOTION</b>		1634427 28-Apr-2000	1634427 25-Jun-2001	28-Apr-2010	Registered
<i>In the name</i>	<i>Sage U.S. Holdings, Inc.</i>	<i>Class(es): IN9; 16</i>				
		9-Computer programs for providing customer and/or client contact management, business process				

TRADEMARK

REEL: 002458 FRAME: 0512

automation and sales automation information.

16-Program manuals distributed as a unit with the goods mentioned in class 9 for providing customer and/or client management, business process automation and sales automation information.

**BUSINESS SUCCESS IN MOTION**

021101.0230

Mexico

426185

18-May-2000

692377

30-Mar-2001

18-May-2010

Registered

*Class(es):* /N9

*In the name* Sage U.S. Holdings, Inc.

Computer programs and program manuals, distributed as a unit, for providing customer and/or client contact management, business process automation and sales automation information.

021101.0205 **BUSINESS SUCCESS IN MOTION**

United States of America

75/654253

05-Mar-1999 19-Sep-2000

2387235

19-Sep-2010

Registered

*Class(es):* /N9

*In the name* Sage U.S. Holdings, Inc.

Computer programs and program manuals, distributed as a unit, for providing customer and/or client contact management, business process automation and sales automation information.

021101.0167 **TELEMAGIC**

Australia

677208

03-Nov-1995 24-Jan-1997

677208

03-Nov-2005

Registered

*Class(es):* /N9

*In the name* Sage U.S. Holdings, Inc.

Computer software in this class including computer programmes for providing contact management and sales automation information; the aforementioned goods provided in a package also comprising computer programme manuals

021101.0180 **TELEMAGIC**

France

95/595559

02-Nov-1995 12-Apr-1996

95/595559

02-Nov-2005

Registered

*Class(es):* /N9

*In the name* Sage U.S. Holdings, Inc.

Computer programs for providing contact management and sales automation information

021101.0177 **TELEMAGIC**

Mexico

247184

03-Nov-1995 12-Dec-1995

512769

03-Nov-2005

Registered

*Class(es):* /N9

*In the name* Sage U.S. Holdings, Inc.

Computer programs for providing contact management and sales automation information

**TRADEMARK**

**REEL: 002458 FRAME: 0513**

021101.0163	<b>TELEMAGIC</b>	Registered
United States of America		1982312
		25-Jun-2006
<i>In the name</i>	<i>Sage U.S. Holdings, Inc.</i>	
		74/669890
		04-May-1995
		25-Jun-1996
		Class(es): IN9
		Computer programs and program manuals, distributed as a unit, for providing customer and/or client contact management and sales automation information
021101.0172	<b>TELEMAGIC (Stylized)</b>	Registered
United States of America		73/822008
		1647931
		18-Jun-2011
<i>In the name</i>	<i>Sage U.S. Holdings, Inc.</i>	
		677207
		03-Nov-1995
		24-Jan-1997
		Class(es): IN9
		Computer programs and program manuals sold via dealers to personal computer and mid-range computer system users to provide a client tracking data base system.
021101.0169	<b>TELEMAGIC ENTERPRISE</b>	Registered
Australia		74/669962
		2056050
		22-Apr-2007
<i>In the name</i>	<i>Sage U.S. Holdings, Inc.</i>	
		04-May-1995
		22-Apr-1997
		Class(es): IN9
		Computer software in this class including computer programmes for providing contact management and sales automation information; the aforementioned goods provided in a package also comprising computer programme manuals
021101.0165	<b>TELEMAGIC ENTERPRISE</b>	Registered
United States of America		74/669962
		2056050
		22-Apr-2007
<i>In the name</i>	<i>Sage U.S. Holdings, Inc.</i>	
		822613
		07-Feb-2000
		21-Jul-2000
		Class(es): 9
		Computer programs and program manuals, distributed as a unit, for providing customer and/or client contact management and sales automation information.
021101.0232	<b>TELEMAGIC NETCLIENT</b>	Registered
Australia		822613
		07-Feb-2000
		21-Jul-2000
<i>In the name</i>	<i>Sage U.S. Holdings, Inc.</i>	
		822613
		07-Feb-2000
		21-Jul-2000
		Class(es): 9
		Computer programs and program manuals, distributed as a unit, for providing customer and/or client contact management, business process automation and sales automation information.
021101.0233	<b>TELEMAGIC NETCLIENT</b>	Pending
		1056987

TRADEMARK

REEL: 002458 FRAME: 0514

27-Apr-2000

Class(es): NA00

Computer programs and program manuals, distributed as a unit, for providing customer and/or client contact management, business process automation and sales automation information.

Published

1634450  
28-Apr-2000

Class(es): IN9; IN16

9-Computer programs for providing customer and/or client contact management, business process automation and sales automation information.  
16-Program manuals distributed as a unit with the goods mentioned in class 9 for providing customer and/or client management, business process automation and sales automation information.

Registered  
12-May-2010

425073 692371  
12-May-2000 30-Mar-2001

Class(es): 9

COMPUTER PROGRAMS AND PROGRAM MANUALS, DISTRIBUTED AS A UNIT, FOR PROVIDING CUSTOMER AND/OR CLIENT CONTACT MANAGEMENT AND SALES AUTOMATION INFORMATION.

Registered  
03-Jul-2011

75/848662 2466623  
12-Nov-1999 03-Jul-2001

Class(es): 9

COMPUTER PROGRAMS AND PROGRAM MANUALS, DISTRIBUTED AS A UNIT, FOR PROVIDING CUSTOMER AND/OR CLIENT CONTACT MANAGEMENT AND SALES AUTOMATION INFORMATION.

Registered  
03-Nov-2005

677209 677209  
03-Nov-1995 24-Jan-1997

Class(es): IN9

Computer software in this class including computer programmes for providing contact management and sales automation information; the aforementioned goods provided in a package also comprising computer programme manuals

Registered  
22-Apr-2007

74/669963 2056051

Canada

In the name Sage U.S. Holdings, Inc.

TELEMAGIC NETCLIENT

021101.0235  
European  
Community

In the name Sage U.S. Holdings, Inc.

TELEMAGIC NETCLIENT

021101.0234

Mexico

In the name Sage U.S. Holdings, Inc.

TELEMAGIC NETCLIENT

021101.0225

United States of  
America

In the name Sage U.S. Holdings, Inc.

TELEMAGIC PROFESSIONAL

021101.0170

Australia

In the name Sage U.S. Holdings, Inc.

TELEMAGIC PROFESSIONAL

021101.0166

TRADEMARK

REEL: 002458 FRAME: 0515

United States of  
America

04-May-1995

22-Apr-1997

*Class(es):* /N9

*In the name* Saye U.S. Holdings, Inc.

Computer programs and program manuals, distributed as a unit, for providing customer and/or client contact management and sales automation information.

**RECORDED: 02/19/2002**

**TRADEMARK  
REEL: 002458 FRAME: 0516**