

09-30-2002



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102236567

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

1. Name of conveying party(ies):

MediaPlan, Inc.

9-25-02

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State - California, Other

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

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

Name: MediaPlan, Inc.

Street Address: 49 West 9000 South

City: Sandy State: Utah Zip: 84070

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State: Utah, Other

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

Additional name(s) & address(es) attached? Yes No

3. Nature of Conveyance:

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

Execution Date: August 29, 2002

4. Application Number(s) or Registration Number(s):

A. Trademark Application No.(s):

B. Trademark Registration No.(s):

1961814 1956213 2070209 1956212 1990918

Additional numbers attached? Yes No

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

Name: Michael R. Graham Marshall, Gerstein & Borun

Internal Address: Atty. Dkt.: 29961/10001

Street Address: 6300 Sears Tower 233 S. Wacker Drive

City: Chicago State: IL Zip: 60606-6357

6. Total Number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41) \$ 140.00

- Enclosed, Authorized to be charged to Deposit Account, Authorized to be charged to credit card

8. Deposit account number: 13-2855 (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.

Jill Anderfuren Name of Person Signing

Jill Anderfuren Signature

09/19/02 Date

Total number of pages including cover sheet, attachments, and document: 3

09/27/2002 BYRNE 00000091 1961814

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I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Box Assignments, Commissioner for Patents, Washington, D.C. 20231, on the date shown below.

Dated: September 19, 2002

Signature: Jill Anderfuren (Jill Anderfuren)

CONFIRMATORY TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered between MEDIAPLAN, INC. and MEDIAPLAN, INC. effective, *nunc pro tunc*, September 10, 1999.

WHEREAS, MEDIAPLAN, INC. (hereinafter "Assignor"), a corporation organized and existing under the laws of the State of California with a principal place of business at 9730 South 700 East, Suite B-111, Sandy, Utah, 84075, is the owner of all right, title and interest in and to the trademarks listed on the attached Schedule A, including the goodwill of the business symbolized thereby, and the corresponding registrations issued therefor in the United States Patent and Trademark Office and in the United Kingdom Patent Office (hereinafter "the Trademarks"); and

WHEREAS, MEDIAPLAN, INC. (hereinafter "Assignee"), a corporation organized and existing under the laws of the State of Utah with a place of business at 49 West 9000 South, Sandy, Utah, 84070, desires to acquire and Assignor wishes to assign to Assignee any and all rights in and to the Trademarks and the goodwill appurtenant thereto;

NOW, THEREFORE:

In consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor hereby assigns to Assignee all of its right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, the right to sue for past infringement, the right to prosecute applications and maintain registrations, and the U.S. and U.K. Trademark Registrations identified in Schedule A.

MEDIAPLAN, INC.

By: Carleton Spaulding
Name: CARLETON SPAULDING
Title: PRESIDENT

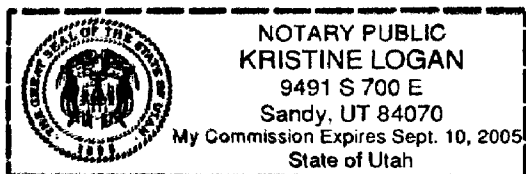
Dated: 29 August, 2002

SUBSCRIBED and SWORN to before me this 29

day of Aug., 2002

Kristine Logan, Notary Public

My Commission Expires: Sept. 10, 2005



SCHEDULE A

United States Trademark Registrations:

Mark	Registration No.	Registration Date	Class	Goods
AUTOSPEC	1,961,814	03/12/1996	9	Computer programs for use in developing information regarding costs of various advertising media and numbers of customers the different advertising media is expected to reach.
CYBERADS	2,070,209	06/10/1997	35	Advertising and general marketing services related to the creation, planning and placement of advertisements on computer bulletin boards and other computer systems shared by a geographically scattered group of users.
MANAS	1,990,918	08/06/1996	9	Computer programs for business and construction project planning and presentations.
MULTIREACH	1,956,213	02/13/1996	9	Computer programs for use in business advertising requirements.
ROLLUP	1,956,212	02/13/1996	9	Computer programs for use in processing and displaying business budget data.

United Kingdom Registrations:

Mark	Registration No.	Registration Date	Class	Goods
MANAS	2,026,508	09/20/1996	9	Computer programs for project management and presentations.
MEDIAPLAN/MEDIAPLAN	2,116,645B	08/29/1997	9	Computer programs.
MEDIAPLAN ROLLUP/ MEDIAPLAN INC. ROLLUP	2,116,645A	08/29/1997	9	Computer programs.

Mark	Registration No.	Registration Date	Class	Goods
VRP	2,210,529	06/30/2000	9, 35,41 42	Advertising campaign planning software (9); compilation of mathematical or statistical data relating to viewing and listening habits of the public in relation to advertisements; provision of management services to advertising establishments to assist in communication to the public (35) ; education services, namely, conducting seminars in the field of advertising industry as related to the placement of advertisements in various forms of publicly disseminated media (41); and consultation services in the field of the advertising industry (42).