

9/25/02

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

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

<p>1. Name of conveying party(ies): MediaPlan, Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State - Utah <input type="checkbox"/> Other:</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies): Name: <u>Interactive Market Systems, Inc.</u></p> <p>Street Address: <u>770 Broadway</u></p> <p>City: <u>New York</u> State: <u>New York</u> Zip: <u>10003</u></p> <p><input type="checkbox"/> Individual(s) citizenship: _____ <input type="checkbox"/> Association: _____ <input type="checkbox"/> General Partnership: _____ <input type="checkbox"/> Limited Partnership: _____ <input checked="" type="checkbox"/> Corporation-State: <u>New York</u> <input type="checkbox"/> Other: _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes (Designations must be a separate document from assignment) <input type="checkbox"/> No Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of Conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:</p> <p>Execution Date: <u>August 29, 2002</u></p>	

<p>4. Application Number(s) or Registration Number(s):</p> <p>A. Trademark Application No.(s): 75/633883 75/412288 75/633844</p> <p style="text-align: right;">Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>B. Trademark Registration No.(s):</p> <table style="width: 100%;"> <tr> <td>1961814</td> <td>2378862</td> <td>1956213</td> </tr> <tr> <td>2485525</td> <td>2440001</td> <td>1956212</td> </tr> <tr> <td>2070209</td> <td>1990918</td> <td>2489050</td> </tr> </table> <p style="text-align: right;">Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	1961814	2378862	1956213	2485525	2440001	1956212	2070209	1990918	2489050
1961814	2378862	1956213								
2485525	2440001	1956212								
2070209	1990918	2489050								

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Michael R. Graham</u> <u>Marshall, Gerstein & Borun</u></p> <p>Internal Address: <u>Atty. Dkt.: 29961/10001</u></p> <p>Street Address: <u>6300 Sears Tower</u> <u>233 S. Wacker Drive</u></p> <p>City: <u>Chicago</u> State: <u>IL</u> Zip: <u>60606-6357</u></p>	<p>6. Total Number of applications and registrations involved: <u>12</u></p> <p>7. Total fee (37 CFR 3.41) \$ <u>315.00</u></p> <p><input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to be charged to Deposit Account <input type="checkbox"/> Authorized to be charged to credit card (Form 2038 enclosed)</p> <p>8. Deposit account number: <u>13-2855</u> (Attach duplicate copy of this page if paying by deposit account)</p>
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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.

Jill Anderfuren Jill Anderfuren 09/19/02
Name of Person Signing Signature Date

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

09/27/2002 DBYRNE 0000068 7563300 40.00 OP 275.00 OP

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)

TRADEMARK REEL: 002589 FRAME: 0972

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered between MEDIAPLAN, INC. and INTERACTIVE MARKET SYSTEMS, INC. effective as of the date of signing below.

WHEREAS, MEDIAPLAN, INC. (hereinafter "Assignor"), a corporation organized and existing under the laws of the State of Utah with a principal place of business at 49 West 9000 South, Sandy, Utah, 84070, 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 applications and registrations filed and issued therefor in the United States Patent and Trademark Office and in the United Kingdom Patent Office (hereinafter "the Trademarks"); and

WHEREAS, INTERACTIVE MARKET SYSTEMS, INC. (hereinafter "Assignee"), a corporation organized and existing under the laws of the State of New York with a place of business at 770 Broadway, New York, New York, 10003, 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 Applications and Registrations identified in Schedule A.

MEDIAPLAN, INC.

By: Carleton Spaulding
Name: CARLETON SPAULDING
Title: PRESIDENT

Dated: 29 Aug., 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 Applications:

Mark	Serial No.	Filing Date	Class	Goods/Services
DESKTOP ROLLUP	75/633,883	02/04/1999	9	Computer programs for use in processing and displaying business budget data
PLANSTOCK	75/412,288	12/30/1997	9	Computer software for the planning of advertising and marketing
PERSONAL ROLLUP	75/633,844	02/04/1999	9	Computer programs for use in processing and displaying business budget data

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.
BRAND FX	2,485,525	09/04/2001	9	Computer software for the planning of advertising and marketing.
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.
ENTERPRISE ROLLUP	2,378,862	08/22/2000	9	Computer programs for use in processing and displaying business budget data.

LOCAL ROLLUP	2,440,001	04/03/2001	9	Computer programs for use in processing and displaying business budget data.
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.
TV UPFRONT	2,489,050	09/11/2001	9	Computer software for the planning of advertising and marketing.

United Kingdom Registrations:

Mark	Registration No.	Registration Date	Class	Goods
BRAND FX	2,170,259	06/01/2001	9	Computer software for the planning of marketing and advertising; computer software for use in the planning, design, creation and production of advertising and marketing materials and campaigns.
MANAS	2,026,508	09/20/1996	9	Computer programs for project management and presentations.
MEDIAPLAN	2,154,965	11/27/1998	9	Computer software; computer software for use in the advertising industry; computer software for the development of general purpose object-orientated libraries.
MEDIAPLAN DESKTOP ROLLUP	2,190,294	11/12/1999	9	Computer programs.

MEDIAPLAN ENTERPRISE ROLLUP	2,190,293	11/12/1999	9	Computer programs.
MEDIAPLAN LOCAL ROLLUP	2,190,292	11/12/1999	9	Computer programs.
MEDIAPLAN/MEDIAPLAN	2,116,645B	08/29/1997	9	Computer programs.
MEDIAPLAN PERSONAL ROLLUP	2,190,291	11/12/1999	9	Computer programs.
MEDIAPLAN ROLLUP/ MEDIAPLAN INC. ROLLUP	2,116,645A	08/29/1997	9	Computer programs.
MIX FX	2,170,235	07/16/1999	9	Computer software for the planning of advertising and marketing; computer software for use in the planning, design, creation and production of advertising and marketing materials and campaigns.
PLAN STOCK	2,170,312	12/11/1998	9	Computer software for the planning of advertising and marketing; computer software for use in the planning, design, creation and production of advertising and marketing materials and campaigns.

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).
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