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Form PTO-1594	U.S. DEPARTMENT OF COMMERCE		
(Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)	U.S. Patent and Trademark Office		
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Tab Settings ⇒ ⇒ ▼ 102246400 ▼ ▼ ■ To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.			
Name of the conveying party(ies):	Name and address of receiving party(ies)		
	Z. Hamb and abores an essenting party (100)		
3105 Holyrood Drive	Name: ClickAction, Inc.		
Cariand, OA 94011	Internal		
☐ Individual(s) citizenship ☐ Association (TRADELLE	Address:		
☐ Individual(s) citizenship ☐ Association & TRADE ☐ General Partnership ☐ Limited Partnership	Street Address: 2197 East Bayshore Road		
☐ Corporation-State:	City: Palo Alto State: CA Zip: 94303		
□ Other	☐ Individual(s) citizenship		
	Association		
Additional name(s) of conveying party(ies) attached?: ☐ Yes ☒ No			
3. Nature of conveyance:	General Partnership		
☐ Assignment ☐ Merger	Limited Partnership		
☐ Security Agreement ☐ Change of Name	☐ Corporation-State Delaware		
Other	Other		
	If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No		
Execution Date: September 26, 2002	(Designations must be a separate document from assignment)		
	Additional name(s) & address(es) attached? ☐ Yes ☒ No		
Application number(s) or registration number(s):			
A. Trademark Application No.(s)	B. Trademark Registration No.(s)		
\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	2289371		
Additional number(s) attached Yes No			
5. Name and address of party to whom correspondence	6. Total number of applications and registrations involved:		
concerning document should be mailed:	registrations involved.		
Name: Laura E. Sax	7. Total fee (37 CFR 3.41)\$ 40.00		
Internal Address:	7. Totaliee (57 51 N 5.41)		
	☐ Authorized to be charged to deposit account		
Orrick, Herrington & Sutcliffe LLP	☐ Authorized to be charged to deposit account		
	Deposit account number:		
Street Address: 400 Capitol Mall, Suite 3000	o. Deposit account number.		
	150665		
City: Sacramento State: CA Zip: 95814	(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.			
. ,			
Laura E. Sax	Signature October 2, 2002  Date		
Name of Person Signing	Signature Date		
Total number of pages including cover sheet, attachments, and document:			
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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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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into as of the 26 day of September 2002 by Jim Williams, an individual, having an address of 3105 Holyrood Drive. Oakland, California 94611 (AAssignor"), with assignment to ClickAction Inc., a Delaware corporation, having an address of 2197 East Bayshore Road, Palo Alto, California 94303 (AAssignee≆).

## WITNESSETH

WHEREAS, Assignor is the owner of the mark, trademark, servicemark and/or tradename "MARKETHOME," United States Trademark Registration No. 2289371 (the AMark≅);

WHEREAS, Assignee wishes to acquire, and Assignor wishes to transfer, sell, assign, and convey the Mark, including all common law rights therein and all applications to register and registrations thereof, together with the goodwill that it represents and all right, title and interest thereto;

NOW, THEREFORE, in consideration of the mutual promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

- Assignor hereby transfers, sells, assigns, and conveys unto Assignee the Mark, including the goodwill that it represents and that portion of Assignor's business to which the Mark pertains, and all right, title and interest therein, on a world-wide basis, as well as the right to suc and collect damages in Assignee=s own name for any and all past, present or future infringement, dilution, or other injury to the goodwill thereof.
- Assignor agrees to execute and deliver to Assignee such instruments of transfer and other documents as Assignee may request to effect the purposes of this Agreement.

IN WITNESS WHEREOF, Assignor has caused this Agreement to be executed as of the date above written.

JIM WILLIAMS

RECORDED: 10/04/2002

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