

11-29-2002

COVER SHEET  
LY

301810 V1 S2



To the Honorable Commissioner

102296679

attached original documents or copy thereof.

1. Name of conveying party(ies):  
**Word of Net Acquisition Corporation**  
**1430 Glencoe Drive**  
**Arcadia, California 91006**

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other 11-21-02

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

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other

Execution Date: October 31, 2002

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

Internal Address:  
Street Address: 4 Clock Tower Place  
City: Maynard State: MA Zip: 01754

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- 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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

2,519,471

Additional numbers attached?  Yes  No

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

Name: Barbara Villandry

Internal Address: Shipman & Goodwin LLP

Street Address: One American Row

City: Hartford State: CT Zip: 06103

6. Total number of applications and trademarks involved: 1

7. Total fee (37 CFR 3.41): -----\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(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.

Thomas Flynn

Name of Person Signing

Thomas Flynn

Signature

11/12/02

Date

Total number of pages including cover sheet, attachments, and document: 4

11/27/2003 LNUELLER 00000182 2519471 Mail documents to be recorded with required cover sheet information to:

01 FC:0521

40.00 DP

Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002624 FRAME: 0605

## ASSIGNMENT OF PATENTS, SERVICE/TRADEMARKS, AND COPYRIGHTS

This Assignment of Patents, Service/Trademarks and Copyrights (the "Assignment") is made as of October 31, 2002, by Word of Net Acquisition Corporation, a Delaware corporation, with its principal office at 1430 Glencoe Drive, Arcadia, California 91006 ("Assignor"), for the benefit of Inceptor, Inc., a Delaware corporation, with its principal office at 4 Clock Tower Place, Maynard, Massachusetts 01754 ("Assignee").

**WHEREAS**, Assignor and Assignee are parties to an Asset Purchase Agreement dated as of October 31, 2002, pursuant to which Assignee has agreed to purchase, and Assignor has agreed to sell, substantially all of Assignor's assets relating to the Business (as that term is defined in the Asset Purchase Agreement) as of October 31, 2002.

**WHEREAS**, Assignor uses certain patents, service/trademarks, and copyrights in connection with the conduct of the Business;

**NOW THEREFORE**, for the sum of \$1.00 and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor grants, conveys and assigns to Assignee all of Assignor's right, title and interest in and to all of the patent applications and registrations (the "Patents"), service/trademark applications and registrations, unregistered trademarks and trade names (the "Marks"), and copyrights and registered copyrights (the "Copyrights") related to the Business, including, without limitation, those listed on the attached Schedule A and made a part of this Assignment, and (a) renewals of the registered Patents, Marks and Copyrights, (b) all income, royalties, damages and payments now and later due and/or payable with respect to the Patents, Marks and Copyrights including, without limitation, damages and payments for past, present or future infringements, (c) the right to sue for past, present and future infringements, and (d) all rights relating to the Patents, Marks and Copyrights throughout the world, together with the goodwill of the Business connected with and symbolized by the Marks.

Assignor covenants that it will execute any other documents and perform any other acts that may be necessary fully to vest in Assignee the rights conveyed by this Assignment and to register this Assignment with any governmental authority having jurisdiction over it. When information is brought by Assignee to Assignor's attention that others are infringing on the rights granted to Assignee under this Assignment, Assignor shall (at Assignee's cost and expense) cooperate with and assist Assignee in protecting those rights.

This Assignment shall be binding upon Assignor, its successors and assigns, and shall inure to the benefit of Assignee, its successors and assigns.



# SCHEDULE A

## PATENTS, SERVICE MARKS, AND TRADEMARKS

### 1. Patent Applications Pending with the U.S. Patent and Trademark Office

#	Application Title	Serial Number	Type	Status	Filing Date
1	SYSTEM AND METHOD FOR CALCULATING A MARKETING APPEARANCE FREQUENCY MEASUREMENT*	09-733754	Patent-US	Published under #20020111847 on August 15, 2002	12/8/2000

### 2. Trademark Registered with the U.S. Patent and Trademark Office

#	Mark	Registration Number	Status	Registration Date
1	WORD OF NET	2,519,471	Registered	12/18/2001