



11-26-2003



102609691

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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

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

1. Name of conveying party(ies): 11.21.03 Silicon Valley Bank
[ ] Individual(s) [ ] Association
[ ] General Partnership [ ] Limited Partnership
[X] Corporation-State (California)
[ ] Other
Additional name(s) of conveying party(ies) attached? [ ] Yes [X] No

2. Name and address of receiving party(ies)
Name: MyComputer.com, Inc.
Internal
Address:
Street Address: 1358 West Business Park Drive
City: Orem State: UT Zip: 84058
[ ] Individual(s) citizenship
[ ] Association
[ ] General Partnership
[ ] Limited Partnership
[X] Corporation-State Delaware
[ ] Other
If assignee is not domiciled in the United States, a domestic representative designation is attached: [ ] Yes [X] No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? [ ] Yes [X] No

3. Nature of conveyance:
[ ] Assignment [ ] Merger
[ ] Security Agreement [ ] Change of Name
[X] Other Release of Security Interest
Execution Date: December 12, 2001

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 2575307
Additional number(s) attached [ ] Yes [X] No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Brian J. Winterfeldt
Internal Address: Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.
Street Address: 701 Pennsylvania Avenue, N.W.
City: Washington State: D.C. Zip: 20004

6. Total number of applications and registrations involved: 1
7. Total fee (37 CFR 3.41) \$ 40.00
[X] Enclosed
[X] Authorized to be charged to deposit account
8. Deposit account number: 50-0311
(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.
Brian J. Winterfeldt November 21, 2003
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 15

11/25/2003 ECOOPER 00000111 2575307 Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231 01 FC:8521 40.00 DP

[REDACTED]

STATE OF DELAWARE  
SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
FILED 02:58 PM 12/12/2001  
1184174 2 - 1168717  
SRV: 010636654

**UCC FINANCING STATEMENT AMENDMENT**

FILED IN THE OFFICE OF THE SECRETARY OF STATE  
A FORM 5700-001 OF COURTESY AT DELAWARE

1. SECURED PARTY (DEBITOR TO, CREDITOR AND AGENT)  
[REDACTED]

THE ABOVE SPACE IS FOR PUBLIC OFFICE USE ONLY

2. FILING INFORMATION: Filing office of the financing statement should be indicated with respect to security interests of the Secured Party...  
011641742

3. AMENDMENT OF FINANCING STATEMENT: This amendment should be filed with the Secretary of State...  
[REDACTED]

4. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

5. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

6. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

7. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

8. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

9. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

10. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

11. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

12. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

13. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

14. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

15. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

16. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

17. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

18. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

19. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

20. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

21. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

22. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

23. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

24. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

25. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

26. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

27. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

28. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

29. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

30. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

31. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

32. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

33. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

34. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

3. NAME OF SECURED PARTY OR RECORD AUTHORIZING THIS AMENDMENT: [REDACTED]

4. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

5. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

6. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

7. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

8. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

9. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

10. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

11. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

12. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

13. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

14. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

15. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

16. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

17. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

18. AMENDMENT OF SECURITY INTEREST: This amendment should be filed with the Secretary of State...  
[REDACTED]

01345C0667



UCC FINANCING STATEMENT AMENDMENT

FOLLOW INSTRUCTIONS (FRONT AND BACK) CAREFULLY

A NAME & PHONE OF CONTACT AT FILER'S OFFICE

B SEND ACKNOWLEDGMENT TO (Name and Address)

RMB ENTERPRISES  
1212 P STREET  
SACRAMENTO, CA 95814  
BILL ACCT# P6-0000-890-8

FILED  
SACRAMENTO, CA  
DEC 18, 2001 AT 1053  
BILL JONES  
SECRETARY OF STATE

THE ABOVE SPACE IS FOR FILING WITH THE STATE

1a Initial Financing Statement File #

1b The Financing Statement Amendment is to be filed per record or financing in the PUBLIC UTILITY RECORDS

2 IT ENFORCEMENT Jurisdiction of the Financing Statement identified address is (State/DC) with subject to 494-10 authority of the Secured Party according to the Tortious Act  
3 CONTINUATION Statement of this Financing Statement identified above with respect to existing financing of the Secured Party according to the Continuation Statement of

4 ASSIGNMENT See or parties Give notice of assignment in form 7a or 7b and account of assignor & assignee in form 7c and also give notice of assignor in form 8

5 AMENDMENT (PARTY INFORMATION) The Amendment affects  Debtor or  Secured Party of record. Check only one of these two boxes.  
and state one of the following three boxes and provide appropriate assignment or notice of amendment?

CHANGE (NAME AND/OR ADDRESS) Give correct name and address in form 6a or 6b and give new name of debtor/assignor in form 7a or 7b and give new address of debtor/assignor in form 7c  
 DELETE PARTY Give correct name to be deleted in form 6a or 6b  
 ADD PARTY Complete form 7a or 7b and give name of party to be added in form 7c

6 CURRENT RECORD INFORMATION

6a ORGANIZATION'S NAME  
MyComputer.com, Inc.

OR  
6b INDIVIDUAL'S LAST NAME FIRST NAME MIDDLE NAME SUFFIX

7 CHANGED (NEW) OR ADDED INFORMATION

7a ORGANIZATION'S NAME  
OR  
7b INDIVIDUAL'S LAST NAME FIRST NAME MIDDLE NAME SUFFIX

7c MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY

7d YES OR NO  YES OR  NO (TYPE OF ORGANIZATION)  
ORGANIZATION DEBTOR

7e INDUSTRY OF ORGANIZATION  
7f ORGANIZATION'S D.B.A. NAME  NONE

8 AMENDMENT (COLLATERAL CHANGE) Check only one box.  
Provide address of  Debtor or  Secured Party  Remove collateral or  Add collateral  Release collateral completely or  Release collateral  Assign  
Secured Party hereby releases its security interest only in this collateral listed on Attachment A.

9 NAME OF SECURED PARTY OF RECORD AUTHORIZING THIS AMENDMENT (Name of Debtor, if this is an assignment, if this is an amendment authorized by a Debtor which was approved by both the Assigning Debtor, or if this is a Tortious Act authorized by a Debtor which was approved by a Debtor)  and other name or DEBTOR  authorizing the amendment.

9a ORGANIZATION'S NAME  
Silicon Valley Bank

OR  
9b INDIVIDUAL'S LAST NAME FIRST NAME MIDDLE NAME SUFFIX

10 OFFICIAL REFERENCE DATA  
California Secretary of State

FILING OFFICE COPY - NATIONAL UCC FINANCING STATEMENT AMENDMENT (FORM UCC3) (REV. 07/28/98)

COPY



**ATTACHMENT A**

1. SuperStats Version 5.0 means the source and object code in, or required to run, SuperStats Professional (version 5.0), SuperStats Standard (version 5.0) and SuperStats Premium (version 5.0), each also known as SuperStats version 5.0 and SuperStats 5.0, and any source and object code for any software associated therewith, but excluding all Third-Party Software.
2. SuperStats Version 7.0, including all source and object code related thereto and required to migrate SuperStats Version 7.0 to Buyer SuperStats SMB 7.0 in accordance with Schedule B-1 of the Transition Agreement, and any source and executable code for software associated therewith, but excluding the Third-Party Software.
3. Counter, including all source and executable code in and required to run Counter, and any source and executable code for software associated therewith.
4. Submit Wizard, including all source and executable code in and required to run Submit Wizard, and any source and executable code for software associated therewith.
5. WatchDog, including all source and executable code in and required to run WatchDog, and any source and executable code for software associated therewith.
6. Board Server, including all source and executable code in and required to run Board Server, and any source and executable code for software associated therewith.
7. Banner Exchange, including all source and executable code in and required to run Banner Exchange, and any source and executable code for software associated therewith.
8. LinkPolice, including all source and executable code in and required to run LinkPolice, and any source and executable code for software associated therewith.
9. SiteMechanic, including all source and executable code in and required to run SiteMechanic, and any source and executable code for software associated therewith.
10. EZ Polls, including all source and executable code in and required to run EZ Polls, and any source and executable code for software associated therewith.
11. Site Miner, including all source and executable code in and required to run Site Miner, and any source and executable code for software associated therewith.
12. Ad Runner, including all source and executable code in and required to run Ad Runner, and any source and executable code for software associated therewith.

32421-01200-55/366421.1

13. Guestbook, including all source and executable code in and required to run Guestbook, and any source and executable code for software associated therewith.
14. All database, database scripts and configuration files, but excluding the Third-Party Software, necessary to run the Business of the Acquired Assets listed in Paragraphs 1-13 above.
15. The Acquired Assets include code developed under the following licenses, but do not include the transfer of such licenses:
  - GPL;
  - HPDL;
  - Phorum
  - Public Domain
  - Open
  - HTML-Kit
  - Others
16. All right, title and interest in, to and under the businesses symbolized by the trademarks, tradenames, product names and brandnames, together with the goodwill of the businesses symbolized by such trademarks, tradenames, product names and brandnames and the registrations thereof, of the Acquired Assets listed in Paragraphs 1-13 above.
17. All documentation, plans, specifications and technical information for and required to support and enhance the Business and the Acquired Assets listed in Paragraphs 1-13, including, but not limited to the architecture, partner branding, system, database, API, help desk, tech support and training documentation.
18. All other Intellectual Property in and necessary to run the Business and the Acquired Assets listed in Paragraphs 1-13 above, other than the Third-Party Software.
19. All inventories and copies of Acquired Assets listed in Paragraphs 1-13 above held by Seller as of the Closing.
20. All transferable permits related to the production, sale or distribution of the Business and Acquired Assets listed in Paragraphs 1-13 above.
21. All customer lists relating to Existing Online Customers (as defined in the License Agreement), the Customer Base (as defined in the Transition Agreement), books, records, manuals, business correspondence and sales information related to the production, sale or distribution of the Business and Acquired Assets listed in Paragraphs 1-13 above.
22. All right, title and interest in, to and under any and all URLs related to the Acquired Assets, which URL's include, but are not limited to the following:

2001020065/504421.1

123counter.com  
123counters.com  
boardsrvr.com  
countcr.com  
easypolls.com  
expoll.com  
ex-poll.com  
expolls.com  
ex-polls.com  
guestbook.com  
internetcount.com  
linkcount.com  
linkpolls.com  
siteminor.com  
siteminor.com  
sitemechanic.com  
submitwizard.com  
superstats.com  
technostatic.com  
text-o-matic.com  
watchdog.com  
bannerexchange.com  
better-counter.com  
javacounter.com  
countmaster.com  
adrunner.com

23. All right, title and interest in, to and under the Business and Acquired Assets listed in Paragraphs 1-22 above as reflected in the snapshot attached hereto as Schedule A-1.

24. The Acquired Assets do not include Third Party Software. At the end of the Transition Period (as defined in the Transition Agreement), Buyer will need to obtain its own license for the Third-Party Software.

3202100200/25/004421 1

## Schedule A-1

SuperStats is the most powerful site traffic analysis service on the Web. Subscribers to SuperStats get hundreds of real-time reports on their site traffic, visitor behavior, and online marketing efforts.

- = Available report for SuperStats Standard
- = Available report for SuperStats Professional
- = Available report for SuperStats Extension

### Site Traffic Reports

- **Traffic Summary** - An overview of four different reports, the Traffic Summary gives you quick access to your essential site information: Page Views, Visitors, Top Five Referrers, and Top Five Domains.

#### Traffic Summary

- **Page Views** - Track traffic patterns for your entire site and each individual page. Page Views can be monitored by Hour, by Day, by Month and by Year.

#### Page Views

- **Unique Visitors** - Unique Visitors reports are more specific than Page Views reports. While one person may visit your site and view the front page three times, a contact page twice, and several other pages once each, the Unique Visitors report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site.

#### Unique Visitors

- **Most Popular Pages** - Monitor traffic to all of your pages in one easy-to-read report. Which pages are most popular? Which pages could use a boost? It's all found in our Most Popular Pages report.

#### Most Popular Pages

- **Pages Viewed by Key Visitors** - The Pages Viewed by Key Visitors Report lists all of the pages of your web site that have been visited by the key visitors you have specified. SuperStats tells you which pages are being visited the most by your key visitors in order of popularity.
- **Most Popular Channels** - SuperStats allows you to associate pages with channels. For example, suppose you own a web site that has 2 main categories,

3202140200,SE7506421.1



weather and news. You may want to monitor the page views for all the pages that are in the news category. The Most Popular Channels Report lists all of the channels of your web site that are being tracked by SuperStats and tells you which channels are being visited the most.

- **Most Popular Servers** - SuperStats allows you to group pages together that are being hosted by a particular server. For example, if you have a web site that is hosted on 2 different servers, you may want to see if one server is serving more impressions than the other server. The Most Popular Servers Report lists all of the servers of your web site that are being tracked by SuperStats and tells you which servers are being accessed the most.

#### **Marketing Reports**

- **Key Visitors** - SuperStats allows you to single out and monitor up to five different groups that visit your Web site. Perhaps you'd like to know if your competition is visiting your site, perhaps you want to see how much traffic your employees account for without excluding them from being counted on your site, or maybe you would like to pay special attention to a group you are target marketing. The Key Visitors report is your answer! Simply enter the name or IP address of the group you want to track and click update.
- **Referrers** - Get the lowdown on your marketing success. Your Referrers report shows you where your visitors come from so you can analyze the effectiveness of your search engine placements, banner ad buys, links from other sites, and more.

#### **Referrers**

- **Most Active Organizations** - The Most Active Organizations Report shows you the organizations your visitors have come from. Identify the most popular groups that are visiting your site. Sites are ranked by the number of visitors that come to your site from that particular organization. Organizations are listed by secondary domains. For example, in the domain "proxy02.sko.aol.com," aol.com is the secondary domain and .com is the primary domain.

#### **Most Active Organizations**

- **Domains** - Understand where your audience comes from by locating the most popular visiting domains. Your Domains report gives you insight about which domains your visitors travel under to reach your site.

#### **Domains**

- **Search Engines** - Locate the search engines that send the most people to your site. By utilizing the report results, you'll know when your listings are dropping and when it's time to re-submit your site.

1021/0000/04/004611

### Search Engines

- **Search Key Words** - Get an in-depth look at the keywords people use to find your site. This report on keyword popularity will let you know exactly how to list your site in Search Engines for maximum exposure.

### Search Key Words

- **Time Spent on Page** - The Time Spent On Page Report displays the amount of time visitors have spent on each individual page of your site. With this report you'll know which pages keep your visitors' interest.

### Time Spent on Page

- **Time Spent on Site** - How sticky is your site? The Time Spent on Site Report displays the amount of time that your visitors spend on your site.

### Time Spent on Site

- **Return Frequency** - Your Return Frequency report tells you how much time elapses between an initial visit and any return visits to your site. This information lets you know how sticky your site is to visitors and how often they feel compelled to return for further interaction or updates.

### Return Frequency

- **Daily Return Visitors/Return Visitors** - These reports let you know how many visitors have visited your site more than once in a given time period. These reports are especially useful in determining your visitors' loyalty to your site.

### Daily Return Visitors / Return Visitors

### Visitor Profile Reports

- **Browsers** - SuperStats identifies the browser type and version used by each of your visitors. This data gives you an understanding of your audience's Web sophistication level and can justify optimizing your site for particular browser features.

### Browsers

- **Browser Height/Browser Width** - Identify the common browser height and width settings your visitors use to view your site. Then, use the information to adjust your site design to the most popular settings.

### Browser Height / Browser Width

32021/0020058-5064671-1

- **Operating System** - Do your visitors use Windows 95, Windows 98, Windows NT, Macintosh, or others? Find out with the SuperStats Operating Systems report.

**Operating System**

- **Monitor Color Depth/Monitor Resolution** - Find out which Monitor Color Depth and Monitor Resolution settings are most commonly preferred by visitors to your site. Test the images on your site with these preferred settings to better understand user experience.

**Monitor Color Depth / Monitor Resolution**

- **Time Zones** - The Time Zones Report display which time zones your visitors are coming from. The SuperStats system creates a graphical representation of the data to allow you to quickly analyze the report. The graph shows a map of the world. If you received visitors from a particular time zone, a colored column will appear in that time zone reflecting the number of visitors you received in the given time period.

**Time Zones**

- **Countries/Languages** - Track your international exposure with your Countries and Languages reports. You may be very popular in Germany and have no idea! Maybe you need to launch a German-language version of your site?

**Countries / Languages**

- **Netcape Plug-Ins** - Do you want to use Flash animation or play music on your site using Real Audio, but don't know how many of your visitors have installed these plug-ins? Check out your Netcape Plug-Ins report to access all that information.

**Netcape Plug-Ins**

- **Java** - Monitor the percentage of visitors to your site with Java enabled.

**Java**

- **JavaScript** - Almost all Web browsers provide users the option of either enabling or turning off JavaScript. By looking at your JavaScript report, you can identify which setting your visitors prefer.

**JavaScript**

- **JavaScript Version** - For those visitors with JavaScript enabled, find out what percentage of your visitors use each different JavaScript version.

32071.00200/95-506602.1

### JavaScript Version

- **Cookies** - Almost all browsers provide users the option of either enabling or turning off Cookies. Your Cookies report shows you what percentage of your visitors prefer to allow Cookies on their systems.

### Cookies

- **Visitor Detail** - See detailed visitor information for the most recent visitors to your site. Maybe you have different audience groups at noon than at midnight?

### Visitor Detail

- **Last 100 Visitors** - See the date, time, domain, and IP address of the last 100 visitors to your site. See who is interested and visiting your site.

### Last 100 Visitors

### Site Path Reports

- **Site Path** - By understanding the way that visitors navigate your site and the path they take, you can tailor your messaging and sales delivery to elicit favorable results. Your Site Path report shows you the popular paths visitors take through your site.

### Site Path

- **Entry Page** - Your Entry Page report shows you, by percentage and by total visitor count, which of the pages on your site are the first page seen by a new visitor. By understanding where new traffic arrives, you can optimize important entry points with marketing to drive traffic to your ultimate message.

### Entry Page

- **Exit Page** - Your Exit Page report shows you, by percentage and by total visitor count, which of the pages on your site is the last page seen by a new visitor. By understanding where you are losing visitor interest, you can make essential adjustments to your content to increase visitor retention.

### Exit Page

- **Page Reloads** - Learn how many of your visitors are reloading (clicking on "reload" or "refresh") a page within 30 seconds of arriving. Knowing how often your pages are reloaded can help you pinpoint problems with connectivity and server capacity, elements that are critical to online success.

### Page Reloads

110909085002001202

- **Previous Page** - Your Previous Page report provides detailed site path analysis by showing you where visitors to each page in your site came from. Use this report to analyze a sign up page, for example, in order to understand which of your site pages is most effectively driving your visitors to sign up or subscribe to your services.

**Previous Page**

- **Next Page** - Your Next Page report provides detailed site path analysis by pinpointing where your visitors go within your site after leaving any given page on your site. This data helps you understand which content, features, etc. most often compel your visitors to move through your site.

**Next Page**

- **Page Depth** - Your Page Depth report identifies the depth at which each page within your site is visited. Depth for a page is measured by counting the number of pages viewed before that page. So, if your "About Us" page is the third page visited by a given visitor, its depth for that visit is three. The Page Depth report, therefore, presents the average depth of each page you are tracking.

**Page Depth**

- **Visit Depth** - Your Visit Depth report shows you, by percentage and by total count, the depth of each visit to your site. In other words, the report indicates how many pages the average visitor to your site views before leaving.

**Visit Depth**

- **Single Access Pages** - Single Access Pages are those pages that act as both entry and exit pages with no additional page views. The data listed in this report identifies your site's Single Access Pages, where your visitors enter and exit without viewing additional content. Use this data to locate the pages that need improved navigability, content and overall appeal.

**Single Access Pages**

- **Site Path by Visit Number** - Use this report to track the viewing habits of repeat visitors. The information in this report provides a detailed listing of the site paths taken by visitors on their first, second, third, fourth and fifth visits.

**Site Path by Visit Number**

- **Page Depth by Visit Number** - Analyze the depth of visits by your repeat visitors. The information in this report provides a comprehensive listing of the

32021-00200-587506402.1

page views per repeat visitor on the first, second, third, fourth, and fifth visit to any given page on your site.

#### Page Depth by Visit Number

#### **E-Commerce Reports**

- **Completed Transactions** - The SuperStats Completed Transactions Report tells you how many people made a purchase from your site and how many did not. This allows you to audit your ordering system, and cash flow reports. The Completed Transactions Report gives you the ability to track how many people purchase your products.
- **Source of Revenue** - The Source of Revenue Report gives you the ability to track how much revenue each referrer, or site other than yours, is sending to your site. The SuperStats Source of Revenue Report determines the percent and dollar amount of revenue generated from each buyer on your site and where that buyer came from.
- **Cost Per Acquisition** - The CPA Report shows you how much it costs your company to get a visitor to your site and the cost to get a visitor to buy from your site. The SuperStats CPA report helps you make key decisions like where to spend your advertising dollars and which partnerships are the most important to your site. Obtaining CPA information has never been easier! You only need to enter the monthly ad budget for each Site. The remaining calculations will automatically be calculated for you. Use the CPA Report to forecast budgets and revenue streams.
- **Customer Detail** - This report, by default, shows customer information for the last 100 customers to your site. Each customer is defined by IP address. Information collected for each customer is presented in an easy to read table with detail for 5 customers listed on each page.

32821-02869-5N-5064621-1

FAX: KITTY VICARS  
RMB

**STATE OF UTAH**  
**UCC FILING CONFIRMATION**

**DATE FILED DEBTOR TYPE OF FILING REF#**

**19-11-01 MYCOMPUTER.COM, INC. UCC-9 NO REF#**  
**AMENDMENT**

**NOTE THE UCC FILING ABOVE HAS BEEN SUBMITTED FOR FILING  
AND WILL BEAR THE DATA SHOWN, UNLESS REJECTED  
ACKNOWLEDGMENT COPIES WILL FOLLOW IN APPROX. 3 WEEKS  
EFFECTIVE JUNE 13 2001, EXPEDITE SERVICES IS NO LONGER  
AVAILABLE, UNTIL FURTHER NOTICE.**

**Quick Data Services, Incorporated**  
**801.272.8474/ Fax #: -801.272.8440**