

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Correction of recordal of assignment under Reel/Frame: 2845/0305		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aptimus, Inc.		09/17/2003	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	Altura International		
Street Address:	1 Lower Ragsdale Drive		
Internal Address:	Building 1, Suite 210		
City:	Monterey		
State/Country:	CALIFORNIA		
Postal Code:	93940		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2102641	FREESHOP	
CORRESPONDENCE DATA			
Fax Number:	(650)324-0638		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650)324-7000		
Email:	SV-Trademark@hewm.com		
Correspondent Name:	Heller Ehrman White & McAuliffe LLP		
Address Line 1:	275 Middlefield Road		
Address Line 2:	Lisa Greenwald-Swire		
Address Line 4:	Menlo Park, CALIFORNIA 94025-3506		
ATTORNEY DOCKET NUMBER:	40959-1000		
NAME OF SUBMITTER:	Lisa Greenwald-Swire		
Total Attachments: 1 source=Correct_ass#page1.tif			

OP \$40.00 2102641

TRADEMARK ASSIGNMENT

WHEREAS, Aptimus, Inc., a Washington corporation ("Aptimus"), is the owner of the entire right, title, and interest in those certain United States trademarks and designs identified as follows (together, "Trademarks");

- a) FreeShop;
- b) Catalogsite; and
- c) FreeShop Logo

WHEREAS, Altura International, Inc., a California corporation ("Purchaser"), is desirous of acquiring the entire right and title to and interest in the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Aptimus hereby assigns and transfers to Purchaser all of its right, title, and interest in and to the Trademarks (and designs, if applicable), said registrations and applications therefor, if any, and any and all modifications and assignments thereof, the Trademarks and the respective registrations or applications therefor on the Trademarks, if any, to be held and enjoyed by Purchaser as entirely as the same would have been held and enjoyed by Aptimus had this assignment and transfer not been made.

Executed this 17th day of September, 2003.

Aptimus, Inc.



David H. Davis, Secretary

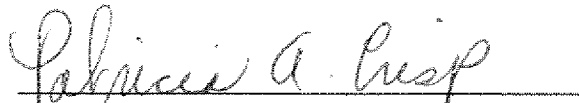
STATE OF WASHINGTON)

) ss.

COUNTY OF KING)

I certify that I know or have satisfactory evidence that David H. Davis is the Secretary of Aptimus, Inc., the corporation that executed the within and foregoing instrument, and said person acknowledged that the said instrument is the free and voluntary act and deed of said corporation, for the uses and purposes set forth therein, and on oath stated that he is authorized to execute said instrument.

Dated: September 17, 2003


Signature