

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
uBid, Inc.		07/25/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Takumi Interactive, Inc.
Street Address:	8550 West Bryn Mawr Avenue
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60631
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2486834	WHERE YOU SET THE PRICE
Registration Number:	2399239	BEFORE YOU BUY, UBID
Registration Number:	2519050	UBID
Registration Number:	2229515	UBID
Registration Number:	2234975	UBID
Serial Number:	78346571	UBID.COM

CORRESPONDENCE DATA

Fax Number: (612)492-7077  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 612.492.7306  
 Email: ip@fredlaw.com  
 Correspondent Name: John Pickerill/FREDRIKSON & BYRON, P.A.  
 Address Line 1: 200 South Sixth Street  
 Address Line 2: Suite 4000  
 Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	46829.1000
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OP \$165.00 2486834

NAME OF SUBMITTER:

Tracy L. Hollom

**Total Attachments: 4**

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made pursuant to that certain Asset Purchase Agreement of even date herewith by and between uBid, Inc., a Delaware corporation (hereinafter "Assignor"), Takumi Interactive, Inc., a Delaware corporation ("Assignee"), and CMGI, Inc., a Delaware corporation ("Parent").

WHEREAS, Assignor is the owner of the trademarks and the associated trademark applications and registrations set forth on Schedule A attached hereto (hereinafter the "Marks").

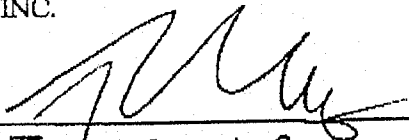
WHEREAS, pursuant to the Asset Purchase Agreement, Assignor has agreed to assign the Marks and the goodwill associated with the Marks to Assignee.

WHEREAS, Assignee desires to acquire the Marks and the goodwill of the business associated therewith from Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks for the United States and throughout the world, together with the goodwill of the business associated therewith. This Assignment includes all rights in the nature of trademark, service mark and trade name rights, as well as the right to sue for past infringement by any third party.

With respect to any trademark applications listed on Schedule A that are filed under Section 1(b) of the Lanham Act, Assignor and Assignee hereby represent that Assignee is a successor to the business of the applicant, or portion thereof, to which the mark pertains, and, except with respect to those Marks filed on an intent-to-use basis or which have been abandoned, such business is ongoing and existing. Assignor agrees to execute and deliver at the request of Assignee without further consideration, all documents, instruments and assignments that Assignee may require in order to effect and/or evidence all right, title and interest in and to the Marks in Assignee.

uBID, INC.

By:   
Name: Thomas Oberdorf  
Title: Assistant Treasurer

STATE OF Massachusetts )  
 ) ss.  
COUNTY OF Essex )

On this 25 day of July, 2003, before me appeared Thomas Oberdorf, the person who signed this instrument, who acknowledged that he signed it as a free act.

#27784271



Notary Public



TRADEMARK

REFL-002074 FRAME-0529

Schedule A

Registered Trademarks

<u>Mark</u>	<u>Country</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
WHERE YOU SET THE PRICE	U.S.	2,486,834	September 11, 2001
BEFORE YOU BUY, UBID	U.S.	2,399,239	October 31, 2000
UBID	U.S.	2,519,050	December 18, 2001
UBID	U.S.	2,229,515	March 2, 1999
	U.S.	2,234,975	March 23, 1999
UBID	Canada	TMA571,174	November 25, 2002
UBID	Australia	794796	October 24, 2001
UBID	China	1687873	December 21, 2001
UBID	European Community	001626282	December 16, 2002
UBID	Hong Kong	B12045/2001	October 22, 2001
UBID	Indonesia	476700	May 16, 2001
UBID	Ireland	219320	April 14, 2000
UBID	Japan	4603313	September 13, 2002
UBID	Republic of Korea	73034	January 16, 2002
UBID	New Zealand	612606	April 14, 2000
UBID	Norway	207612	March 29, 2001
UBID	Singapore	Too/06855F	April 25, 2000

UBID	Switzerland	479644	January 17, 2001
UBID	Taiwan	151126	November 1, 2001

Pending Applications

<u>Mark</u>	<u>Country</u>	<u>Serial No.</u>	<u>Filing Date</u>
UBID	Brazil	823120473	August 25, 2000
UBID	Malaysia	2000/05199	April 26, 2000
UBID	Philippines	4200003539	April 28, 2000
UBID	South Africa	2000/7415	April 18, 2000

Unregistered Trademarks

THE SMALL BUSINESS UTOPIA

BEFORE YOU BUY, UBID

UBID.COM

YOU BID

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