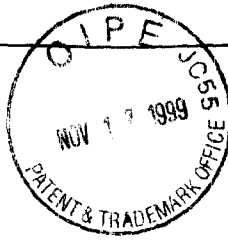


FORM PTO-1618A
Expires 08/30/99
OMB 0651-0027



U.S. Department of Commerce
Patent and Trademark Office

12-09-1999



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RECORDATION FORM COVER SHEET
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Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year
11 15 99

Conveying Party

Mark if additional names of conveying parties attached

Name Peter Blackshaw Execution Date
Month Day Year
11 15 99

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization U.S.A.

Receiving Party

Mark if additional names of receiving parties attached

Name PlanetFeedback, Inc.

DBA/AKATA _____

Composed of _____

Address (line 1) 1201 Main Street

Address (line 2) _____

Address (line 3) Cincinnati Ohio/USA 45210
City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Delaware

12/08/1999 DNGUYEN 00000044 200053 75654045

FOR OFFICE USE ONLY

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Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments.

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Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text" value="75654045"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties Enter the total number of properties involved.

#

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Linda D. Bayliss, Paralegal
for Taft, Stettinius & Hollister
LLP

Name of Person Signing

Signature

11/16/99

Date Signed

ASSIGNMENT OF SERVICE MARK

Whereas Peter Blackshaw ("Assignor"), owns, has adopted, used and is using the service mark "PLANET FEEDBACK", application serial number 75/654045, filed March 4, 1999 (hereinafter the "Mark");

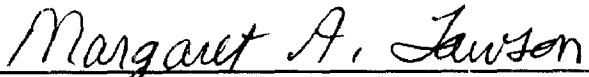
Whereas PlanetFeedback, Inc. ("Assignee") is desirous of acquiring the Mark;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged said Assignor does hereby assign unto said Assignee all right, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and the entire business of Assignor with which the Mark is associated, effective as of the 15 day of November, 1999.


Peter Blackshaw

State of Ohio)
) ss:
County of Hamilton)

On this 15th day of November, 1999, before me appeared Peter Blackshaw, the person who signed this instrument, and acknowledged that he signed it as his free act.


Notary Public

MARGARET A. LAWSON, Attorney at Law
Notary Public, State of Ohio
My commission has no expiration date
Section 147.03 O.R.C.