

03/30/00



Form (Rev.

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04-27-2000

U.S. Department of Commerce Patent and Trademark Office



ET

TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS

101335857

ORIGINAL DOCUMENTS OR COPY THEREOF

1. Name of conveying party(ies):  
Profusion.com  
 Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-Michigar  
 Other \_\_\_\_\_  
 Additional name(s) of conveying party(ies) attached?  yes  no

2. Name and address of receiving party(ies):  
 Name: ProFusion.com, Inc.  
 Internal Address: \_\_\_\_\_  
 Street Address: 709 W. Huron  
 City: Ann Arbor State: MI Zip: 48103  
 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  
 (Designation must be a separate document from Assignment)  
 Additional name(s) & address(es) attached?  yes  no

3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_  
 Execution Date: 23 March 2000

4. Application number(s) or registration numbers(s):  
 A. Trademark Application No.(s):  
 75/780216      75/780213  
 75/630037      75/725296  
 75/747146      75/705353  
 75/650796      75/647684  
 75/675387      75/669997  
 75/626111

B. Trademark Registration No.(s):  
 Additional numbers attached?  yes  no

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Patricia B. Hogan  
 Internal Address: Keating, Muething & Klekamp, P.L.L.  
 Street Address: 1400 Provident Tower, One E. 4<sup>th</sup> Street  
 City: Cincinnati State: Ohio Zip: 45202

6. Total number of applications and registrations involved: 11  
 7. Total fee (37 CFR 3.41): \$ 290.00  
 Enclosed  
 Authorized to be charged to deposit account  
 8. Deposit account number: \_\_\_\_\_  
 (Attached duplicate copy of this page if paying by deposit account)

(4/28/2000 DNILYFN 0000335 75/30216  
 VI PL 481  
 CE PL 482  
 (40.00 L-  
 250.00 L-)

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*  
Patricia B. Hogan      [Signature]      3/27/00  
 Name of Person Signing      Signature      Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET: 1

## TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective as of this 23<sup>rd</sup> day of March, 2000 ("Effective Date") from Profusion.com, a Michigan corporation located at 709 West Huron, Suite 250, Ann Arbor, Michigan 48103 ("Assignor") to ProFusion.com, Inc., a Delaware corporation located at 709 West Huron, Suite 250, Ann Arbor, Michigan 48103 ("Assignee").

WHEREAS, Assignor has adopted, is using and is the exclusive owner of all right, title, and interest in and to certain trademarks; and

WHEREAS, Assignee wishes to acquire from Assignor the entirety of Assignor's right, title and interest in and to such trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns forever, Assignor's entire right, title and interest in, to and under the following and the goodwill of the business symbolized thereby:

1. All of its trademarks, trade dress, trade names, service marks, service names and brand names, including without limitation (i) the United States trademarks listed on Schedule A annexed hereto; (ii) the trademarks in which Assignor owns common law rights, and (iii) the trade name; all of the above together with the goodwill of Assignor's business appertaining thereto and/or symbolized thereby (the entirety of the above, collectively hereinafter, "Trademarks");

2. Any and all other rights, privileges and priorities of Assignor provided under United States, state or foreign law with respect to the foregoing Trademarks, including without limitation common law rights, trade dress rights and rights under the laws of unfair competition ("Related Rights");

3. Any and all rights to contest, protest or sue at law or in equity for any infringement, imitation, impairment, distortion, dilution or other unauthorized use or conduct in derogation of the Trademarks and Related Rights occurring prior to the Effective Date, including the right to receive all proceeds and damages therefrom; and

4. Any and all rights to obtain renewals of registration or other legal protections pertaining to the Trademarks and Related Rights.

Assignee, its successors and assigns, shall hold the rights to the foregoing for and during the existence of such Trademarks and Related Rights, and all renewals thereof, as fully and as entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.



## SCHEDULE A

<u>Mark</u>	<u>Serial No.</u>
INTELLIGENT SEARCH FOR INTELLIGENT PEOPLE	75/780216
THE BEST RESULTS FROM THE BEST SOURCES	75/780213
JUST FIND IT	75/630037
"YOU KNOW WHAT YOU WANT, JUST FIND IT"	75/725296
YOU KNOW YOU WANT IT, JUST FIND IT!	75/747146
INTELLIGENT SEARCH	75/705353
PROFUSION SITESEARCH	75/650796
REVERA	75/647684
PERSONAL ASSISTANT	75/675387
IREPLY	75/669997
QUALITY NOT QUANTITY	75/626111