

11-09-2000



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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non Recordation)  
Document ID#
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date  
Month Day Year

Formerly

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/County

Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other
- Citizenship/State of Incorporation/Organization

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.)

FOR OFFICE USE ONLY

11/08/2000 MTHAI1 00000282 75582043

01 FC:481  
02 FC:482

40.00 OP  
75.00 OP

Mail documents to be recorded with required cover sheet(s) information to:  
 Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

FORM PCT-1618B  
 Expires 6/30/99  
 OMB 0651-0027

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U.S. Department of Commerce  
 Patent and Trademark Office  
 TRADEMARK

**Domestic Representative Name and Address** 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.

**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="75-582,043"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,281,474"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="78-006,634"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,318,150"/>	<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 deposition account are authorized, as indicated herein.*

David S. Fleming  
 Name of Person Signing

*David S. Fleming*  
 Signature

10/30/2000  
 Date Signed

## SERVICE MARK ASSIGNMENT

**WHEREAS**, SearchUp, Inc., a Hawaii corporation, with a principal place of business at 6009 Kalaniana'ole Highway, Honolulu, Hawaii 96821 ("Assignor"), owns the service marks listed below and related federal registrations on the Principal Register of the United States Patent and Trademark Office:

<i>Mark</i>	<i>Registration No.</i>	<i>Registration Date</i>
SearchUP	2.281.474	September 28, 1999
URL POSITION MANAGER	2.318.150	February 15, 2000

(These marks are referred to as "the Registered Marks".)

**WHEREAS**, GoTo.com, Inc., a Delaware corporation, with a principal place of business at 74 North Pasadena Avenue, Pasadena, California 91103 ("Assignee"), desires to acquire the Registered Marks, the goodwill connected therewith and symbolized thereby, and the listed registrations.

**WHEREAS**, Assignor owns the following marks, which are the subjects of applications for registration on the Principal Register of the United States Patent and Trademark Office based on *bona fide* intent to use the marks in commerce, and Assignor has not yet filed statements of use or amendments to allege use concerning these applications:

<i>Mark</i>	<i>Application No.</i>	<i>Application Date</i>
YOUR MAP TO THE INTERNET	75-582-043	November 3, 1998
PAY4PLACEMENT	78/006.634	May 3, 2000

(These marks are referred to as "the ITU Marks".)

**WHEREAS**, Assignee is the successor to Assignor's business to which the ITU

Marks pertain and that business is ongoing and existing; and

**WHEREAS.** Assignor has used in commerce and owns the service mark BRINGING YOU THE HITS (referred to as "the Common Law Mark"); and

**WHEREAS.** Assignee desires to acquire the Common Law Mark and the goodwill connected therewith and symbolized thereby.

**NOW, THEREFORE,** for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged. Assignor hereby assigns and transfers to Assignee, effective as of October 18, 2000:

(1) the Registered Marks, together with the goodwill connected therewith and symbolized thereby, and the registrations listed above, and all of Assignor's rights therein, and

(2) the ITU Marks and applications listed above, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the ITU Marks, and all of Assignor's rights therein, and

(3) the Common Law Mark, together with the goodwill connected therewith and symbolized thereby, and all of Assignor's rights therein.

SEARCHUP, INC.

Execution Date: October 18, 2000

By: \_\_\_\_\_

Name: Bryan Bueh

Title: President

SUBSCRIBED and SWORN to before me this 18<sup>th</sup> day of October, 2000.

Ma Elisa Abreu  
Notary Public  
MA. ELISA ABREU

My Commission Expires: April 7, 2001

