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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

Name of conveying party(ies):

Rosalind RESNICK and  
Ryan Scott DRUCKENKENMILLER

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: October 30, 1998

Name and address of receiving party(ies):

Name: NetCreations, Inc.

Internal Address:

Street Address: 379 West Broadway, Suite 202

City: New York State or Country: NY Zip: 10012

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:  
October 30, 1998

A. Patent Application No.(s)

B. Patent

EXPRESS MAIL CERTIFICATE

Date: 10/30/98 No. 64 45426655

I hereby certify that on the date indicated above I  
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Additional numbers attached? ☐ Yes ☒ No

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5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Darby & Darby P.C.

Internal Address:

Street Address: 805 Third Avenue, 27th FloorCity: New York State: New York Zip: 10022-7513

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41):.....\$40.00

- ☒ Enclosed  
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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.

Mitchell S. Feller, Reg. No. 42,530  
Name of Person Signing

Signature

October 30, 1998  
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3

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
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File No.: 2293/0E684

PATENT  
REEL: 9561 FRAME: 0569

## **ASSIGNMENT**

**Ryan Scott DRUCKENMILLER**, a citizen of the United States of America; residing at 47 Joralemon St., Brooklyn, New York 11201;

**Rosalind RESNICK**, a citizen of the United States of America; residing at 47 Joralemon St., Brooklyn, New York 11201;

(hereinafter called "ASSIGNORS") in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration paid to them by

**NetCreations, Inc.**

a corporation organized under the laws of New York and having a place of business at 379 West Broadway, Suite 202, New York, NY 10012, (hereinafter called the "ASSIGNEE"), do hereby sell and assign to the said ASSIGNEE, its successors and assigns, all their right, title and interest,

☐ in and for the United States of America,

☒ throughout the world,

in and to their invention entitled:

### **METHOD AND SYSTEM FOR DOUBLE OPT-IN SUBSCRIPTION TO INFORMATION DISTRIBUTION SERVICES**

invented by them and described in

☒ the application executed on **October 30, 1998**

☐ Application Serial No. , filed

for United States Letters Patent therefor, and all divisions, reissues, continuations and extensions thereof, the said interest being

☒ the entire ownership interest

☐ an undivided partial ownership interest

in the said Letters Patent when granted, to be held and enjoyed by said ASSIGNEE, its successors, assigns or other legal representatives, to the full end of the term for which said Letters patent may be granted, as fully and entirely as the same would have been held and enjoyed by said ASSIGNORS if this assignment and sale had not been made;

And ASSIGNORS hereby agree to sign and execute any further documents or instruments which may be necessary, lawful, and proper in the prosecution of said above-named application or in the preparation and prosecution of any continuing, continuation-in-part, substitute, divisional, renewal or reissue applications, or in any amendment, extension, or interference proceedings, or otherwise to secure the title thereto in said ASSIGNEE;


And the said ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said ASSIGNEE.

We declare under penalty of perjury under the laws of the United States of America that we have signed this document as our own free act and that all of the foregoing is true and correct.

Dated: Oct 30 1998

  
\_\_\_\_\_  
RYAN SCOTT DRUCKENMILLER, Co-Inventor

Dated: Oct. 30, 1998

  
\_\_\_\_\_  
ROSALIND RESNICK, Co-Inventor