

08-25-1999



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Docket No.: 1040787-988000

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To the Honorable Commissioner

Send the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Gary Culliss

2. Name and address of receiving party(ies):

Name: Direct Hit Technologies, Inc.

Internal Address: \_\_\_\_\_

Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance: 8-23-99

Street Address: 386 Washington St.,

Playhouse Square

City: Wellesley State: MA ZIP: 02181

Assignment

Merger

Security Agreement

Change of Name

Other Exclusive License

Execution Date: May 22, 1998

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

4. Application number(s) or registration numbers(s):

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No.(s)

B. Patent No.(s)

08/840,922      09/041,411  
08/904,795  
08/960,140

Additional numbers attached?  Yes  No

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

6. Total number of applications and patents involved: 4

Name: Timothy W. Lohse Registration No. 35,255

7. Total fee (37 CFR 3.41):.....\$ 160.00

Internal Address: Gray Cary Ware & Freidenrich

Enclosed - Any excess or insufficiency should be credited or debited to deposit account

Authorized to be charged to deposit account

Street Address: 400 Hamilton Ave

8. Deposit account number:

07-1896

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City: Palo Alto State: CA ZIP: 94301

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1998 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.

Timothy Lohse

Name of Person Signing

Timothy W. Lohse

Signature

August 20, 1999

Date

Total number of pages including cover sheet, attachments, and document:

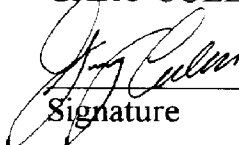
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CONFIRMATORY LICENSE

This confirmatory license confirms that Gary Culliss is the sole owner of the U.S. patent applications listed below and has granted an exclusive license to Direct Hit Technologies, Inc. under these U.S. patent applications.

U.S. Patent Application No.	Filing Date	Title
08/840,922	April 25, 1997	Method for Organizing Information
08/904,795	August 1, 1997	Method for Organizing Information
08/960,140	October 29, 1997	Method for Organizing Information
09/041,411	March 12, 1998	Method for Organizing Information

GARY CULLISS

  
Signature

5/22/98  
Date

DIRECT HIT TECHNOLOGIES, INC.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

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Date

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GARY CULLISS

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

DIRECT HIT TECHNOLOGIES, INC.

*Michael Cassal*  
\_\_\_\_\_  
Name

*CEO*  
\_\_\_\_\_  
Title

\_\_\_\_\_  
Date