## ATTY. DOCKET NO:M-7729 US

<sup>I</sup> 08-31-1	U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office
mlb 8.23.99	D. Landing and A. Company
To the Honorable Commissioner of Patents 1011327	
1. Name of conveying party(ies):	Name and address of receiving party(ies):
(a) Priva Finan	Name: User Trends
(a) Bruce Eisen (b) Roger Padayo 09, 379167	Internal Address:
(c) Wasef Kassis	
(d) James E. Lucas IV Additional name(s) of conveying party(ies) attached?  Yes No	Street Address: 1801 Avenue of the Stars, Suite 929
3. Nature of Conveyance:	
Assignment Merger	City Los Angeles State CA ZIP 90067
Security Agreement Change of Name	Additional name(s) & address(es) attached?
Other	
Execution Date: August 13, 1999; August 18, 1999;	
August 17, 1999.	
Application number(s) or patent number(s):     If this document is being filed together with a new application,     8/13/99; 8/18/99; 8/17/99	the execution date of the application is:
A. Patent Application No.(s) -	B. Patent No.(s)
Title: ELECTRONICALLY DISTRIBUTING PROMOTIONAL AND ADVERTISING MATERIAL BASED UPON CONSUMER INTERNET USAGE	
Additional numbe	rs attached?
Name and address of party to whom correspondence concerning document should be mailed:	Total number of applications and patents involved:     1
Name: Tejinder Singh	
Internal Address: SKJERVEN, MORRILL, MacPHERSON,	
FRANKLIN & FRIEL LLP	7. Total fee (37 CFR 3.41):\$40.00
Street Address: _25 METRO DRIVE, SUITE 700	Authorized to be charged to Deposit Account 19-2386

08/80/1999 DMGUYEN 00000053 192386 09379167 01 FC:581 40.00 CH

\_ State <u>CA</u>

DO NOT USE THIS SPACE

8. 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.

Tejinder Singh Reg. No. 39,535 Name of Person Signing

Signature

8 23 99 Date

Charge Deposit Account 19-2386 for any additional fees required for this conveyance and credit deposit account

19-2386 any amounts overpaid

Attorney Docket No.: M-7729 US

## **ASSIGNMENT**

For good and valuable consideration, receipt of which is hereby acknowledged, we

Bruce Eisen	of	10551 Wilshire Blvd., #1603, Los Angeles, CA 90024		
Roger Padayao	of	17422 Covello St., Van Nuys, CA 91406		
Wasef Kassis	of	17326 Canvas St., Canyon country, CA 91351		
James E. Lucas IV	of	15349 Mahan Court, Moorpark, CA 93021		
	A 90067, its success	ia corporation, having a place of business at 1801 Avenue ssors and assigns, the entire right, title and interest		
ELECTRONICALLY DISTRIBUTION		AL AND ADVERTISING MATERIAL BASED UPON TERNET USAGE		
applications and patents of every countriextensions thereof, and all rights of prior named assignee to apply for patents of further authorization from us; we agree foreign applications, and generally to do nominees, at their request and expense,	ry for said invention ority resulting from foreign countries for to execute all pape to everything possible in obtaining and end d Trademarks to isse	ation on or about the date of this assignment, and all patent on, including divisions, reissues, continuations and in the filing of said applications; we authorize the above- for said invention, and to claim all rights of priority without the action with said United States and ble to aid said assignee, their successors, assigns and inforcing patents for said invention in all countries; and we assue all patents granted for said invention to the above-  Bruce Eisen		
State of	<b>i.</b>			
		ersonally known to me or proved to me on the basis of		
acknowledged to me that he/she/they ex	ecuted the same in	s(are) subscribed to the within instrument and his/her/their authorized capacity(ies), and that by or the entity upon behalf of which the person(s) acted,		
	WIT	INESS my hand and official seal.		

SIGNATURE OF NOTARY

Executed this <u>13</u> day of _	Aus	19 99
	•	Roger Padayao
State of)	SS.	7
County of)		
On	_ before me,	personally appeared personally known to me or proved to me on the basis of
satisfactory evidence to be the persor acknowledged to me that he/she/they	n(s) whose nan executed the s	ne(s) is(are) subscribed to the within instrument and same in his/her/their authorized capacity(ies), and that by on(s), or the entity upon behalf of which the person(s) acted,
		WITNESS my hand and official seal.
		SIGNATURE OF NOTARY
Executed this 18 day of	Augu	st ,1999/////
		Wasef Kassis
State of) County of)	ss.	
On	_ before me,	personally appeared personally known to me or proved to me on the basis of
satisfactory evidence to be the person acknowledged to me that he/she/they	n(s) whose nan executed the s	ne(s) is(are) subscribed to the within instrument and same in his/her/their authorized capacity(ies), and that by on(s), or the entity upon behalf of which the person(s) acted,
		WITNESS my hand and official seal.

SIGNATURE OF NOTARY

Atty. Docket No.: M-7729 US

Atty. Docket No.: M-7729 US

Executed this	/ day of <u> </u>	, 1	9 <u>%</u> .
	J _		E LI
			James E. Lucas IV
State of	)		
County of	) ss. )		
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	7	WITNESS my han	d and official seal.
	5	SIGNATURE OF 1	NOTARY