



To the Honorable Commissioner of Patent, 102318722 Transmit the attached original documents or copy thereof.

1. Name of conveying party(ies):
BRIAN IJAMS SPAID
12/17/02
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: Mediapulse, Inc.
Internal Address:
Street Address: 704 S. Illinois Avenue
Suite C-201
Oak Ridge, TN 37830
Additional name(s) & address(es) attached? Yes No

J1036 U.S. PTO
10/321343
12/17/02

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other:
Execution Dates: December 10, 2002

4. Application number(s) or patent number(s):
If this document is being filed with a new application, the execution date of the application is: December 10, 2002

A. Patent Application No.(s)
10321343

B. Patent No.(s)
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Steven M. Greenberg, Esquire
Internal Address:
Street Address: AKERMAN SENTERFITT
222 Lakeview Avenue
P.O. Box 3188
West Palm Beach, FL 33402-3188

6. Total number of applications and patents involved: **One**
7. Total Fee (37 CFR 34)\$40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number
50-0951
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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.

[Signature]
Steven M. Greenberg, Reg. No. 44,725
Docket No.: 7307-1

12-17-02
Date
Total number of pages including cover sheet: 3

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

Express Mail No. EL 920513423 US

10321343 40.00 DP
(WP114191;1)

PATENT
Docket No.: 7307-1

ASSIGNMENT

WHEREAS, I, BRIAN JAMS SPAID, a citizen of United States of America, residing at 1120 Edenbridge Way, Knoxville, TN 37923, (hereinafter referred to as "ASSIGNOR"), has made certain inventions which are described in an application for Letters Patent of the United States entitled WEB SITE VISIT QUALITY MEASUREMENT SYSTEM, for which I have executed on even date herewith preparatory to obtaining United States Letters Patent therefor, and

WHEREAS, MEDIAPULSE, INC., (hereinafter referred to as "ASSIGNEE"), having a place of business at 704 S. Illinois Avenue, Suite C-201, Oak Ridge, TN 37830, United States of America, is desirous of acquiring the entire interest in said inventions throughout the United States of America and the territories thereof, for all other countries and under all international agreements,

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, receipt whereof is hereby acknowledged, the ASSIGNOR does hereby sell, assign and transfer unto said ASSIGNEE, its successors and assigns, the ASSIGNOR'S entire right, title and interest throughout the United States of America and the territories thereof, for all foreign countries and under all international agreements in and to said inventions, the aforesaid application, all other applications hereafter filed in the United States, in any other country, or under any international agreement based in whole or in part on said inventions, and all Letters Patents granted upon said applications by the United States, by any other country or under any international agreement, and the ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said ASSIGNEE. The ASSIGNOR further grants to said ASSIGNEE, its successors and assigns, the right to claim for any of said applications the full benefits and priority rights of any international agreement between the United States and any foreign country or countries or between any other countries.

The ASSIGNOR hereby warrants that it has the full right to make the conveyance herein, and hereby covenants that ASSIGNOR, its heirs, legal representatives and assigns, will, when requested, communicate to ASSIGNEE, its representatives, successors and assigns, all facts known respecting said inventions, execute all divisional, continuing, reissue, reexamination and foreign or international applications, together with individual assignments therefor, make all rightful oaths, sign all lawful papers, testify in any legal proceeding and generally do everything possible to aid said ASSIGNEE, its successors and assigns, in the obtaining of Letters Patent.

The ASSIGNOR also hereby grants J. Rodman Steele, Jr., Reg. No. 25,931; Gregory A. Nelson, Reg. No. 30,577; Robert J. Sacco, Reg. No. 35,667; Joseph W. Bain, Reg. No. 34,290; Mark D. Passler, Reg. No. 40,764; Stanley A. Kim, Reg. No. 42,730;

{WFL14105;1}

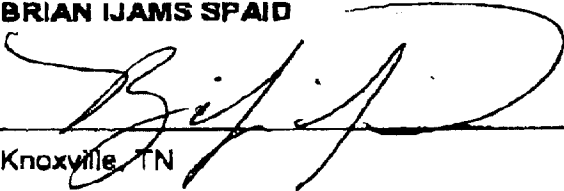
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As a named inventor, I hereby appoint the following attorneys and/or agents to prosecute this application and all continuation and divisional applications based thereon, and to transact all business in the Patent and Trademark Office connected therewith:

J. Rodman Steele, Jr.	Reg. No. 26,931	Steven Greenberg	Reg. No. 44,725
Gregory A. Nelson	Reg. No. 30,577	Kevin T. Cuenot	Reg. No. 46,283
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Inventor:	BRIAN JAMS SPAID	
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(WP114081/1)