

07-29-2003

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To the Honorable Commissioner for Pa...

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ument(s) or copy(ies) thereof.

1. Name of Conveying Party(ies):

7-24-03

Christopher J. Barry Eric Robert Bronnimann Jacob Paul Ewerdt William C. Day
Kevin RJB Donovan Brian Hammond Ron McCoy Sara Frances Plath
Dan C. Porter James Keith Toothman

Additional name(s) of conveying party(ies) attached? [] Yes [X] No

2. Name and Address of Party(ies) receiving an interest (assignee(s)):

Name: About.com, Inc. Name:
Address: 249 West 17th Street Address:
New York, NY 10011
Country: United States Country:

Additional name(s) and address(es) attached? [] Yes [X] No

3. Nature of Conveyance:

[X] Assignment [] Merger [] Change of Name
[] Verified Translation [] Security Agreement [] Other:

Execution Date: 07-17-03; 07-18-03; 07-20-03; 07-22-03; 07-23-03

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

If this document is being filed together with a new application, the execution date(s) of the application is:

A. Patent Application No(s): 10/388,166 B. Patent No(s):

Others on additional sheet(s) attached? [] Yes [X] No

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

Brian M. Buroker
Intellectual Property Department
Hunton & Williams
1900 K Street, N.W.
Suite 1200
Washington, DC 20006-1109
(202) 955-1500 (telephone)
(202) 778-2201 (facsimile)

6. Total number of applications and patents involved:

Application(s): 1
+ Patent(s):
= Total: 1

7. Total Fee (37 C.F.R. § 3.41) \$ 40.00

[X] Enclosed
[] Authorized to be charged to Deposit Account

8. Deposit Account No.: 50-0206

(Duplicate copy of this sheet attached)
[X] Charge any underpayment or credit any overpayment to above Deposit Account

DO NOT USE THIS SPACE

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.

Brian M. Buroker
Name of Person Signing

[Signature]
Signature

July 24, 2003
Date

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

8

07/28/2003 6TON11 00000300 10388166

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ASSIGNMENT

WHEREAS, WE, Christopher J. Barry, residing at 15 Lee Blvd., Somers, NY 10589, Eric Robert Bronnimann, residing at 3450 28th Street, Apt. 6H, Astoria, NY 11106; Jacob Paul Ewerdt, residing at 7856 West Mansfield Parkway, Apt. 307, Lakewood, CO 80235; William C. Day, residing at 266 Maple Street, Haworth, NJ 07641; Kevin RJB Donovan, residing at 260 Church Street, Apt. #3C1, White Plains, NY 10016; Brian Hammond, residing at 382 3rd Avenue, Apt. 10-B, New York, NY 10016; Ron McCoy, residing at 3983 Gladney Drive, Doraville, GA 30340; Sara Frances Plath, residing at 456 West 45th Street, #6, New York, NY 10036; Dan C. Porter, residing at 619 8th Avenue, Brooklyn, NY 11215; and James Keith Toothman, residing at 43 Yuma Lane, Ringwood, NJ 07456-1225, have invented certain new and useful improvements in and to the subject matter of:

METHOD AND SYSTEM FOR PROVIDING FILTERED AND/OR MASKED ADVERTISEMENTS OVER THE INTERNET

described in an application for United States Letters Patent filed on March 14, 2003;

AND, WHEREAS, About, Inc., a corporation organized under the laws of the State of Delaware, having a place of business located at 249 West 17th Street, New York, NY 10011 (hereinafter "ASSIGNEE"), is desirous of acquiring certain rights to the improvements and under the application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) or the equivalent thereof, and other good and valuable consideration, receipt of which is hereby acknowledged, we do hereby sell, assign and transfer unto said ASSIGNEE, its successors, assigns and legal representatives, our entire right, title and interest in and throughout the United States of America (including its territories and dependencies) and all countries foreign thereto in and to said improvements, said United States application, any other United States applications, including provisional, divisional, renewal, substitute, continuation, reexamination and reissue applications, based in whole or in part on said United States application or in whole or in part on said improvements, any foreign applications, including international and regional applications, based in whole or in part on any of the aforesaid United States applications or in whole or in part on said improvements, and in and to any and all letters patent, including extensions thereof, of any country which have been or may be granted on any of the aforesaid applications or on said improvements or any parts thereof;

AND WE hereby authorize and request our agents, Hunton & Williams, whose address is 1900 K Street, Suite 1200, Washington, DC 20006-1109, to insert hereon any identification necessary or desirable for recordation of this document, including the filing date and application number of said application when known.

AND WE hereby agree for ourselves and our heirs, executors and administrators to execute without further consideration any further documents and instruments which may be necessary, lawful and proper in the prosecution of said above-referenced application or in the preparation or prosecution of any continuing, substitute, divisional, renewal, reexamination or reissue application or in any amendments, extensions or interference proceedings, or other applications for patents of any region or country, that may be necessary to secure to ASSIGNEE

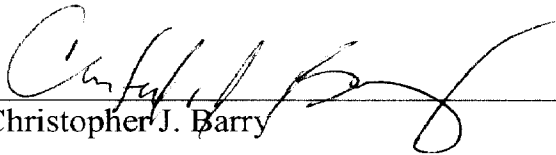
its interest and title in and to said improvements or any parts thereof, and in and to said several patents or any of them;

AND WE hereby covenant for ourselves and our legal representatives, and agree with said ASSIGNEE, its successors and assigns, that we have granted no right or license to make, use, sell or offer to sell said improvements, to anyone except said ASSIGNEE, that prior to the execution of this deed, our right, title and interest in said improvements had not been otherwise encumbered, and that we have not and will not execute any instrument in conflict therewith;

AND WE do hereby authorize and request the Director of the United States Patent and Trademark Office to issue any and all letters patent which may be granted upon said United States applications, or upon said improvements or any parts thereof when granted, to said ASSIGNEE.

IN WITNESS WHEREOF, we have hereunto set our hands and seals.

7-20-03
Date




Christopher J. Barry

County of Westchester)
State of NY)

ss: 045-64-2127

On this _____ day of _____, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared Christopher J. Barry, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.


(SEAL)

Notary Public

My Commission Expires _____

7/17/2003
Date

Eric Bronnimann
Eric Robert Bronnimann

County of Queens)

State of NY)

ss: 120-62-2635

On this 17 day of July, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared Eric Robert Bronnimann, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Lily Chan
[Signature]
(SEAL)

Notary Public

My Commission Expires _____

7/17/03
Date

[Signature]
Jacob Paul Ewerdt

County of New York)

State of New York)

ss: 394-84-9208

On this 17 day of July, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared Jacob Paul Ewerdt, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Lily Chan
[Signature]
(SEAL)

Notary Public

My Commission Expires _____

7/17/03
Date

William C. Day
William C. Day

County of Bergen)

) ss: 152-40-8646

State of New Jersey)

On this 17th day of July, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared William C. Day, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Lily Chan
[Signature]
(SEAL)

Notary Public

My Commission Expires _____

7/17/2003
Date

Kevin RJB Donovan
Kevin RJB Donovan

County of Westchester)

) ss: 065-54-3574

State of New York)

On this 17th day of July, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared Kevin RJB Donovan, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Lily Chan
[Signature]
(SEAL)

Notary Public

My Commission Expires _____

7/18/03
Date

Brian Hammond
Brian Hammond

County of Manhattan)
State of NY)

ss: 115 - 72 - 0043

On this 18th day of July, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared Brian Hammond, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Lily Chan
[Signature]
(SEAL)

Notary Public

My Commission Expires _____

7/23/03
Date

[Signature]
Ron McCoy

County of DeKalb)
State of Georgia)

ss: 260 15 5808

On this 23rd day of July, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared Ron McCoy, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Lily Chan
[Signature]
(SEAL)

Notary Public

My Commission Expires _____

7/17/03
Date

Sara Frances Plath
Sara Frances Plath

County of New York)
State of New York)

ss: 475-74-7085

On this 17th day of July, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared Sara Frances Plath, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Lily Chan
[Signature]
(SEAL)

Notary Public

My Commission Expires _____

07/22/2003
Date

[Signature]
Dan C. Porter

County of Kings)
State of New York)

ss: 569-99-9112

On this 22nd day of July, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared Dan C. Porter, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Lily Chan
[Signature]
(SEAL)

Notary Public

My Commission Expires _____

7/17/2003
Date

James Keith Toothman
James Keith Toothman

County of MORRIS)
State of NJ)

ss: 191-52-4976

On this 17th day of July, 2003, before me a Notary Public in and for the County and State aforesaid, personally appeared James Keith Toothman, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and acknowledged the same to be of his free act and deed.

Lily Chan
[Signature]
(SEAL)

Notary Public

My Commission Expires _____