



102667338

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

1. Name of conveying party(ies):
Andrew Welch d/b/a AWA-TV.COM
MagicTRAK L.L.C.

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

2. Name and address of receiving party(ies)

Name: Weather Central, Inc.

Internal Address: _____

Street Address: 5725 Tokay Blvd.

City: Madison State: WI Zip: 53719

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date: 10-10-2003

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:

A. Patent Application No.(s)

B. Patent No.(s)

6,549,659

Additional numbers attached? Yes No

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

Name: Peter J. Manghera

Internal Address: Reinhart Boerner Van Deuren s.c.

Street Address: 22 East Mifflin Street, Suite 600

City: Madison State: WI Zip: 53703

6. Total number of applications and patents involved:

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

18-0882

(Attach duplicate copy of this page if paying by 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.

Peter J. Manghera

Name of Person Signing

Peter J. Manghera
Signature

February 6, 2004

Date

Total number of pages including cover sheet, attachments, and documents: **3**

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Mail Stop Assignments
P.O. Box 1450, Alexandria, VA 22313-1450.

02/10/2004 MGETACHE/00000103 6549659

40.00 OP

01 FC:8021

ASSIGNMENT OF U.S. PAT. NO. 6,549,659

WHEREAS, Andrew Welch d/b/a AWA-TV.COM (California registered d.b.a. AWATV.COM number 02-0465002) ("Welch") and MagicTRAK L.L.C., a Washington limited liability company ("MAGICTRAK LLC") (Welch and MAGICTRAK LLC jointly and severally hereinafter referred to as "Sellers") own the entire right, title and interest in U.S. Patent No. 6,549,659 issued April 15, 2003 (the "Patent").

WHEREAS, Weather Central, Inc., a corporation organized and existing under the laws of the State of Wisconsin ("Buyer"), wishes to acquire the interest of the Sellers in said Patent.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Sellers hereby sell, assign and transfer unto Buyer, the entire right, title and interest in and to said Patent, and to all claims for past infringement of said Patent. The Sellers, upon request of Buyer, and without further remuneration but at Buyer's expense, agree to provide all reasonable assistance and execute any and all papers desired by Buyer for the perfecting of title to said Patent in Buyer.

IN WITNESS WHEREOF, the Sellers have executed this Assignment to be effective as of the 10 day of _____, _____.

WELCH/

By: _____

Name: Andrew Welch for himself and on behalf of AWA-TV.COM (California registered d.b.a. AWATV.COM number 02-0465002)

STATE OF _____)
) ss.
COUNTY OF _____)

Before me personally appeared Andrew Welch, who signed the foregoing instrument in my presence, and made oath before me to the allegations set forth therein as being under oath this 10 day of Oct, 2003.

Arene A. Wolkoff
NOTARY PUBLIC
DeKalb County, GA
My commission expires _____

Notary Public, DeKalb County, Georgia
My Commission Expires Jan. 20, 2004

MAGICTRAK, LLC:

By: *Andrew Welch*
Name: Andrew Welch
Title: President

STATE OF _____)
) ss.
COUNTY OF _____)

Before me personally appeared Andrew Welch, to me known to be the President and sole authorized signatory of said MAGICTRAK, LLC, who signed the foregoing instrument in my presence, on behalf of said limited liability company with authority to do so, and made oath before me to the allegations set forth therein as being under oath this 10 day of Oct, 2003.

Heidi
Notary Public
Dekalb
My commission expires
HEIDI A. WOLKOFF
NOTARY PUBLIC
DEKALB COUNTY, GA.

Notary Public, Dekalb County, Georgia
My Commission Expires Jan. 20, 2004