

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Veretech, LLC	03/01/2007
RECEIVING PARTY DATA	
Name:	Veretech Holdings, Inc.
Street Address:	300 W. 57th St
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	7050982
CORRESPONDENCE DATA	
Fax Number:	(212)649-2035
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-649-2059
Email:	bfitzpatrick@hearst.com
Correspondent Name:	Bridgette Fitzpatrick
Address Line 1:	959 Eighth Avenue
Address Line 4:	New York, NEW YORK 10019
ATTORNEY DOCKET NUMBER:	VERETECH PATENT ASSIGN
NAME OF SUBMITTER:	Bridgette Fitzpatrick
Total Attachments: 4 source=VERETECH Patent Assignment#page1.tif source=VERETECH Patent Assignment#page2.tif source=VERETECH Patent Assignment#page3.tif source=VERETECH Patent Assignment#page4.tif	

CH \$40.00 7050982

**NOTICE OF
PATENT AND PATENT APPLICATION ASSIGNMENT**

Effective Date: March 1, 2007

WHEREAS, Veretech, LLC, a Florida limited liability company ("Assignor"), is the owner of the inventions listed on Schedule A (the "Inventions") for which an application for a United States Patent was filed and issued (collectively, the "Patent" and "Patent Application"); and

WHEREAS, Veretech Holdings, Inc., a corporation organized and existing under the laws of the State of Delaware ("Assignee"), is desirous of obtaining the entire right, title and interest in, to and under the Invention, the Patent, the Patent Application, and any patents which have been or may be granted therefrom, effective as of the Effective Date hereof; and

WHEREAS, Assignee has entered into an Asset Purchase Agreement by and among Assignor, Veretech, Inc., and individuals, Art Delaurier, Irwin Gross, Mike McFall, Vincent Rossi and Michael Sheinson solely for the purposes of Section 12 of the Asset Purchase Agreement, dated as of March 1, 2007 (the "Purchase Agreement") pursuant to which Assignee has agreed to purchase from Assignor, and Assignor has agreed to cause the transfer to Assignee, among other things, all of the Assignor's right, title and interests in the Inventions, the Patents, the Patent Applications, and any patents which have been or may be granted therefrom;

NOW, THEREFORE, in consideration of the premises set forth above and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby sells, assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to (i) the Inventions, and the Applications and all divisions, renewals and continuations thereof, and all Patents of the United States which have been or may be granted thereon and all reissues and extensions thereof; (ii) all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for the Invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the Application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for the Invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; (iii) the right to sue or otherwise recover for any infringements thereof, (iv) all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all licenses entered into in connection therewith, and damages and payments for past and future infringements thereof).

2. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument and the Purchase Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed by their respective duly authorized representatives as of the Effective Date.

ASSIGNOR:

Veretech, LLC

By: 

Name: Michael P. Steinson

Title: C.E.O.

ASSIGNEE:

Veretech Holdings, Inc.

By: 

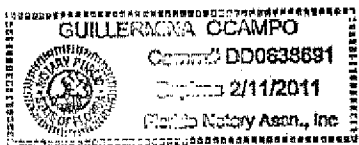
Name: Thomas D. Cross

Title: Vice President

STATE OF Florida)
COUNTY OF Palm Beach) SS.

On this 1st day of February, 2007, before me personally appeared Michael Sherman to me personally known, who, being by me duly sworn, did say that (s)he is the CEO of Veretech, LLC, a limited liability company organized and existing under the laws of Florida, and that said instrument was signed and sealed on behalf of said corporation, by all necessary authority; and said Thomas Douglas Cross acknowledged said instrument to be the free act and deed of said corporation.

In witness whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.



[Signature]
(Signature), Notary Public
My Commission Expires: 2-11-11

SCHEDULE A

To Notice of Patent and Patent Application Assignment

Country	Patent/Publication No. (Application No.)	Issue/Publication Date (Filed Date)	Title	Family (Foreign Filings)
U.S.	7,050,982	5/23/2006 (date of issue)	Lead Generation System Using Buyer Criteria	JP 410222559 A, 8/1998, 705/1
U.S.	20060129423 (a continuation of 10/640,852) (provisional App No. 60/403,272 filed 8/14/2002)	6/15/2006 (publication date)	Vehicle Lead Generation System Using Byer (<i>sic.</i>) Criteria	