

## PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Elliot A. Gottfurcht</td> <td>03/15/2000</td> </tr> <tr> <td>Grant A. Gottfurcht</td> <td>03/15/2000</td> </tr> <tr> <td>Shawn C. Dunn</td> <td>03/15/2000</td> </tr> </tbody> </table>		Name	Execution Date	Elliot A. Gottfurcht	03/15/2000	Grant A. Gottfurcht	03/15/2000	Shawn C. Dunn	03/15/2000
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Elliot A. Gottfurcht	03/15/2000								
Grant A. Gottfurcht	03/15/2000								
Shawn C. Dunn	03/15/2000								
RECEIVING PARTY DATA									
Name:	Personal Data Network Corporation								
Street Address:	1018 Hartzell Street								
City:	Pacific Palisades								
State/Country:	CALIFORNIA								
Postal Code:	90272								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>10611097</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	10611097				
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Application Number:	10611097								
CORRESPONDENCE DATA									
Fax Number:	3108205988								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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Address Line 4:	Sunnyvale, CALIFORNIA 94085-4040								
ATTORNEY DOCKET NUMBER:	4346.P003D								
NAME OF SUBMITTER:	Jonathan S. Miller								
Total Attachments: 2 source=P003_Assignment#page1.tif source=P003_Assignment#page2.tif									

CH \$40.00 10611097

PATENT

**ASSIGNMENT**  
(For Execution Prior To Filing Patent  
Application)

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, we, the undersigned:

**Elliot A. Gottfurcht; Grant E. Gottfurcht; Shawn C. Dunn**

hereby sell, assign, and transfer to:

**Personal Data Network Corporation**

a corporation of Delaware, having a principal place of business at 1018 Hartzell Street, Pacific Palisades, CA 90272, ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled:

**A METHOD FOR PROVIDING INFORMATION AND RECOMMENDATIONS BASED ON USER  
ACTIVITY**


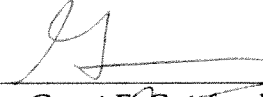
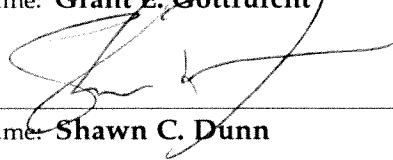
and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all rights of priority resulting from the filing of said United States application;

agree that said Assignee may apply for and receive a patent or patents for said improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all divisional, continuing, substitute, renewal, reissue, and all other patent applications on any and all said improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said improvements and for vesting title to said improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each inventor: Please also list the date that you signed the accompanying DECLARATION & POWER OF ATTORNEY

**Each Inventor: Please Sign and Date Below:**

<p>3-15-00 Date</p> <p> Name: <b>Elliot A. Gottfurcht</b></p>	<p>3-15-00 Date</p>
<p>3-15-00 Date</p> <p> Name: <b>Grant E. Gottfurcht</b></p>	<p>3-15-00 Date</p>
<p>3/15/00 Date</p> <p> Name: <b>Shawn C. Dunn</b></p>	<p>3/15/00 Date</p>
<p>_____ Date</p> <p>_____ Name:</p>	<p>_____ Date</p>
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Assignment Document Return Address:  
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