

# SECURITIES AND EXCHANGE COMMISSION

## FORM 15-12G

Notice of termination of registration of a class of securities under Section 12(g)

Filing Date: **2001-02-02**  
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### FILER

#### AT PLAN INC

CIK: **1081614** | IRS No.: **621643381**  
Type: **15-12G** | Act: **34** | File No.: **000-25575** | Film No.: **1523713**  
SIC: **7310** Advertising

Mailing Address  
*THREE LANDMARK SQU  
SUITE 400  
STAMFORD CT 06901*

Business Address  
*THREE LANDMARK SQU  
SUITE 400  
STAMFORD CT 06901  
2039610340*

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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OMB APPROVAL  
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OMB Number 3235-0167  
Expires: October 31, 2001  
Estimated average burden  
hours per response...1.50  
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FORM 15

CERTIFICATION AND NOTICE OF TERMINATION OF REGISTRATION UNDER SECTION 12(g) OF  
THE SECURITIES EXCHANGE ACT OF 1934 OR SUSPENSION OF DUTY TO FILE REPORTS UNDER  
SECTIONS 13 AND 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934.

Commission File Number 0-25575  
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@PLAN.INC  
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(Exact name of registrant as specified in its charter)

THREE LANDMARK SQUARE, SUITE 400, STAMFORD, CT 06901, (203) 961-0340  
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(Address, including zip code, and telephone number, including area code, of registrant's principal executive offices)

COMMON STOCK, NO PAR VALUE  
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(Title of each class of securities covered by this Form)

NONE  
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(Titles of all other classes of securities for which a duty to file reports under section 13(a) or 15(d) remains)

Please place an X in the box(es) to designate the appropriate rule  
provision(s) relied upon to terminate or suspend the duty to file reports:

Rule 12g-4 (a) (1) (i)	<input checked="" type="checkbox"/>	Rule 12h-3 (b) (1) (i)	<input checked="" type="checkbox"/>
Rule 12g-4 (a) (1) (ii)	<input type="checkbox"/>	Rule 12h-3 (b) (1) (ii)	<input type="checkbox"/>
Rule 12g-4 (a) (2) (i)	<input type="checkbox"/>	Rule 12h-3 (b) (2) (i)	<input type="checkbox"/>
Rule 12g-4 (a) (2) (ii)	<input type="checkbox"/>	Rule 12h-3 (b) (2) (ii)	<input type="checkbox"/>
		Rule 15d-6	<input checked="" type="checkbox"/>

Approximate number of holders of record as of the certificate or notice date: NONE  
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Effective as of February 2, 2001, the Registrant was acquired by  
DoubleClick Inc., a Delaware corporation ("DoubleClick"), by way of a merger  
(the "Merger") in which the Registrant merged with and into DoubleClick and  
ceased to exist. In connection with the Merger, each share of common stock of  
the Registrant outstanding immediately prior to the consummation of the Merger  
was exchanged for \$3.45 in cash and .2829 shares of DoubleClick common stock,  
and DoubleClick assumed all of the Registrant's stock options and warrants  
outstanding at the effective date of the Merger, based on a .4975 exchange  
ratio. Accordingly, as of the date hereof, there are no holders of record of  
Common Stock of the Registrant.

Pursuant to the requirements of the Securities Exchange Act of 1934,  
@plan.inc has caused this certification/notice to be signed on its behalf by the  
undersigned duly authorized person.

Date: February 2, 2001      By:                    /s/ Jeff Epstein  
-----  
Name: Jeff Epstein  
Title: Executive Vice President

Instruction: This form is required by Rules 12g-4, 12h-3 and 15d-6 of the  
General Rules and Regulations under the Securities Exchange Act of 1934. The  
registrant shall file with the Commission three copies of Form 15, one of which  
shall be manually signed. It may be signed by an officer of the registrant, by  
counsel or by any other duly authorized person. The name and title of the person  
signing the form shall be typed or printed under the signature.