

08-30-1999

Docket No.:

27517



Tab settings

08-20-1999

To the Honorable

U.S. Patent & TMOfr/TM Mail Rcpt Dt. #31

101130726

original documents or copy thereof.

1. Name of conveying party:

**Entradero Trading Limited**

- Individual(s)
- General Partnership
- Corporation-State
- Other corporation of Ireland
- Association
- Limited Partnership

Additional names(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance: **8-20-99**

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

Execution Date: April 20, 1999

2. Name and address of receiving party(ies):

Name: boo.com Ireland Limited

Internal Address: \_\_\_\_\_

Street Address: Block 1, Harcourt Center, Harcourt St.

City: Dublin, Ireland State: \_\_\_\_\_ ZIP: \_\_\_\_\_

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Corporation of Ireland

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from Assignment)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

75/602,963

B. Trademark Registration No.(s)

Additional numbers attached?  Yes  No

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

Name: Robert D. Hovey

Internal Address: Hovey, Williams, Timmons & Collins

Street Address: 2405 Grand Boulevard, Suite 400

City: Kansas City State: MO ZIP: 64108

6. Total number of applications and registrations involved: 1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

19-0522

08/30/1999 MTHAI1 00000022 75602963

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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.*

Robert D. Hovey

Name of Person Signing

Signature

**8/4/99**

Date

Total number of pages including cover sheet, attachments, and document: 1

## ASSIGNMENT OF SERVICE MARK

This ASSIGNMENT OF SERVICE MARK, dated as of April 20, 1999 ("Assignment"), by Entradero Trading Limited, a corporation organized under the laws of Ireland ("Assignor"), with its principal place of business at 17 Dame Street, Dublin, Ireland, in favor of boo.com Ireland Limited, a corporation organized under the laws of Ireland ("Assignee"), with its principal place of business at Block 1, Harcourt Center, Harcourt Street, Dublin, Ireland.

### WITNESSETH

WHEREAS, Assignor has adopted, used, is using and is the owner of the service mark listed on Attachment 1 hereto, which service mark has been filed for registration in the United States Patent and Trademark Office (the "Service Mark"); and


WHEREAS, Assignor, as a wholly owned subsidiary of boo.com N.V., a corporation organized under the laws of the Netherlands, is desirous of facilitating the assignment of the Service Mark to the Assignee.

NOW, THEREFORE, in consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, set over, and deliver to Assignee all of Assignor's right, title, and interest in and to the Service Mark and the application therefor, together with (i) the goodwill of the business connected with the use of and symbolized by the Service Mark, (ii) all causes of actions, claims and demands or other rights for, or arising from any infringement, including past infringement, of the Service Mark, (iii) to the extent that the service mark application included in the Service Mark is filed on the basis of Assignor's "intent to-use" such service mark, the portion of the business to which that service mark applies (which business is ongoing and existing), and (iv) all rights corresponding thereto throughout the world, all upon the terms and subject to the conditions set forth in this Assignment.

Assignor further agrees, without further consideration, to cause to be performed such lawful acts and to be executed such further assignments and other lawful documents as Assignee may reasonably request to effectuate fully this Assignment and to permit Assignee to be duly recorded as the registered owner and proprietor of the rights hereby conveyed.


IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed by the signature of its duly authorized officer as of the date above first written.

**ASSIGNOR:**  
ENTRADERO TRADING LIMITED

By:   
Name: PATRIK HEDELIN  
Title: DIRECTOR

Acknowledged and  
Accepted:

**ASSIGNEE:**  
BOO.COM IRELAND LIMITED

By:   
Name: PATRIK HEDELIN  
Title: DIRECTOR

ATTACHMENT 1 TO ASSIGNMENT OF SERVICE MARK

SERVICE MARK APPLICATION

<u>Jurisdiction</u>	<u>Service Mark</u>	<u>Reg. No. / (App. No.)</u>	<u>Issued / (Date App.)</u>
United States	BOO	(75/602,963)	(12/10/98)

**DE PINNA**  
N O T A R I E S

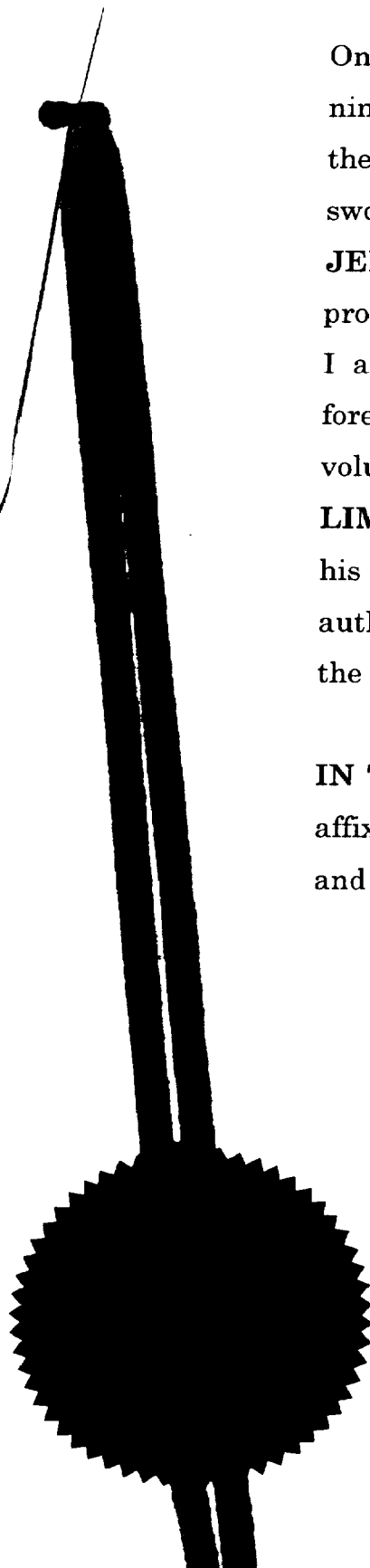
UNITED KINGDOM OF GREAT BRITAIN     )  
CITY OF LONDON   E N G L A N D     )     SS.

On this twentieth day of April One thousand nine hundred and ninety-nine, before me, **MARIA TERESA GODOY GOMEZ**, of the City of London, England, Notary Public duly admitted and sworn, practising in the said City, there personally appeared **JENS PATRIK HEDELIN**, who identified himself to me by production of Swedish Passport Number 78217133, whose identity I attest, who acknowledged to me that he signed the annexed foregoing Instrument for and on behalf of and as the free and voluntary act of the Corporation styled **ENTRADERO TRADING LIMITED**, a corporation organized under the laws of Ireland, in his capacity as a Director thereof being for such purpose duly authorised pursuant to a Resolution of the Board of Directors of the said corporation for the uses and purposes therein set forth.

IN TESTIMONY WHEREOF I have hereunto set my hand and affixed my Seal of Office in the City of London aforesaid, the day and year first above written.



**MARIA TERESA GODOY GOMEZ**  
Notary Public of London, England.  
My commission expires with life.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
DESIGNATION OF DOMESTIC REPRESENTATIVE

Name of Applicant: **boo.com Ireland Limited**  
Serial No., if Any: **75/602,963**  
Address of Applicant: **Block 1**  
**Harcourt Center**  
**Harcourt Street**  
**Dublin, Ireland**  
Trademark: **BOO**

Docket No.  
**27517**

TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS

The above-identified Applicant hereby designates the following as Domestic Representative upon whom notice or process in proceedings affecting the above-identified trademark may be served:

Name of Domestic Representative: **Robert D. Hovey**  
Postal Address: **Hovey, Williams, Timmons & Collins**  
**2405 Grand Boulevard, Suite 400**  
**Kansas City, MO 64108**

Dated: 23 July 1999

By: ~~Robert D. Hovey~~  
Name: Ernst Malmsten  
Title: ERND Director

*Certificate of Mailing by Express Mail*

*Certificate of Mailing by First Class Mail*

I certify that this document and fee is being deposited on with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.
<i>Signature of Person Mailing Correspondence</i>
<i>Typed or Printed Name of Person Mailing Correspondence</i>
<i>"Express Mail" Mailing Label Number</i>

I certify that this document and fee is being deposited on with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.
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TM08/REV04