

01-10-2002

U.S. DEPARTMENT OF COMMERCE



COVER SHEET

Patent and Trademark Office
Docket No. 279642400210

Y

101939975

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

1. Name of conveying party(ies):

Creative Computers, Inc.

- Individual(s)
- General Partnership
- Corporation - State
California
- Association
- Limited Partnership
- Other

1-308

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

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

Name: **PC Mall, Inc.**

Internal Address:

Street Address: **2555 W. 190th Street**

City: **Torrance** State: **California** ZIP: **90504**

- Individual(s) citizenship: _____
- Association: _____
- General Partnership: _____
- Limited Partnership: _____
- Corporation-State: **Delaware**
- Other: _____

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

3. Nature of conveyance:

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

Execution Date: **November 27, 2001**

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

If this document is being filed together with a new application, the execution date of the application is:

A. Trademark Application No.(s)

B. Registration No.(s)

1,938,926

Additional numbers attached? Yes No

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

Rosemary S. Tarlton

Morrison & Foerster LLP
425 Market Street
San Francisco, California 94105-2482

6. Total number of applications and trademark registrations involved: **1**

7. Total fee (37 C.F.R. § 3.41): **\$40.00**

- Enclosed
- Authorized to be charged to deposit account, referencing Attorney Docket 279642400210

8. Deposit account number: **03-1952**

The Commissioner is hereby authorized to charge any fees under 37 C.F.R. § 1.21 which may be required by this paper, or to credit any overpayment to **Deposit Account No. 03-1952**.

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.

Name: Rosemary S. Tarlton

11/28/07
Date

Total number of pages comprising cover sheet, attachments and document: **2**

01/09/2002 AMMED1 00000100 031952 1938926
01 FC:481 40.00 CH

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

sf-1211099

TRADEMARK
REEL: 002419 FRAME: 0059

ASSIGNMENT OF REGISTERED TRADEMARK

ASSIGNMENT

WHEREAS, Creative Computers, Inc., a California corporation, is the owner of the following trademark now registered in the United States Patent and Trademark Office:

Trademark
MACMALL

Registration Number
1,938,926

Date of Registration
November 28, 1995

WHEREAS, PC Mall, Inc., a Delaware corporation having its principal place of business at 2555 W. 190th Street, Torrance, California 90504 is desirous of acquiring said registered trademark.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, Creative Computers, Inc. hereby assigns to PC Mall, Inc. all right, title and interest in the United States in and to said trademark together with the goodwill of the business symbolized by said trademark and registration thereof.

CREATIVE COMPUTERS, INC.

Dated: 11/27/01

By: 

Name and Title: Ted Sanders
CFO

sf-1186538