

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

|                                  |  |                |                       |
|----------------------------------|--|----------------|-----------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT   |                |                       |
| NATURE OF CONVEYANCE:            | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                |                       |
| <b>CONVEYING PARTY DATA</b>      |  |                |                       |
| Name                             | Formerly   | Execution Date | Entity Type           |
| 1-800Birthday.com, Inc.          |  | 03/24/2003     | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>      |  |                |                       |
| Name:                            | CelebrateExpress.com, Inc.   |                |                       |
| Street Address:                  | 11220 120th Avenue, NE   |                |                       |
| City:                            | Kirkland   |                |                       |
| State/Country:                   | WASHINGTON   |                |                       |
| Postal Code:                     | 98033  |                |                       |
| Entity Type:                     | CORPORATION: WASHINGTON  |                |                       |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                |                       |
| Property Type                    | Number   |                |                       |
| Registration Number:             | 2219758  |                |                       |
| <b>CORRESPONDENCE DATA</b>       |  |                |                       |
| Fax Number:                      | (512)474-7996  |                |                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                |                       |
| Phone:                           | 512-474-8488   |                |                       |
| Email:                           | trademarks@boothlaw.com  |                |                       |
| Correspondent Name:              | Matthew J. Booth   |                |                       |
| Address Line 1:                  | P.O. Box 50010   |                |                       |
| Address Line 4:                  | Austin, TEXAS 78763-0010   |                |                       |
| ATTORNEY DOCKET NUMBER:          | 13740.0109   |                |                       |
| NAME OF SUBMITTER:               | Matthew J. Booth   |                |                       |

Total Attachments: 1

OP \$40.00 2219758



## ASSIGNMENT

THIS ASSIGNMENT, effective the 24<sup>th</sup> day of March 2003, made and entered into by 1-800Birthday.com, Inc., ("Assignor") and ColobrateExpress.com, Inc., a Washington corporation, c/o Darin White, 11220 120<sup>th</sup> Avenue NE, Kirkland, Washington 98033 ("Assignee").

### WITNESSETH:

Now, Therefore, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee any and all right, title and interest in and to the service mark 1-800-BIRTHDAY for "mail order services featuring a wide variety of gifts such as jewelry, food, flowers, toys, clothing, electronics, historic newspapers, gift baskets, balloons, beverages, cigars, gag gifts, gifts for newborns, books, music and sports equipment; reminder services in the area of upcoming important dates and events" ("Mark") and the service mark registration in the United States Patent and Trademark Office for the service mark 1-800-BIRTHDAY (Registration No. 2,219,758) ("Registration"), together with the goodwill of the business symbolized by the Mark, including, but not limited to, the use of the Mark, all benefit of any and all prior use of the Mark, and any and all rights to initiate claims or proceeding for past, present or future infringements of Assignor's rights, title and interest to the Mark and all rights to damages or profits, due or accrued, arising out of past infringement of the Mark or injury to said goodwill.

1-800BIRTHDAY.COM, INC.

By: \_\_\_\_\_

Name: Niles Cohen  
Title: Vice President