

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PC Mall Sales, Inc.		06/01/2000	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Creative Computers, Inc.
Street Address:	2555 W. 190th Street
City:	Torrance
State/Country:	CALIFORNIA
Postal Code:	90504
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2588881	ECOST.COM
Registration Number:	2762044	ECOST

CORRESPONDENCE DATA	
Fax Number:	(415)268-7522
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	415 268 6538
Email:	rlal@mofo.com
Correspondent Name:	Jennifer Lee Taylor
Address Line 1:	Morrison & Foerster LLP, 425 Market St.
Address Line 4:	San Francisco, CALIFORNIA 94105-2482

ATTORNEY DOCKET NUMBER:	27964-24019.00
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NAME OF SUBMITTER:	Jennifer Lee Taylor/ Marjorie Wadsworth
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Total Attachments: 2
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, PC Mall Sales, Inc., a California corporation with its principal place of business at 2555 W. 190th Street, Torrance, CA 90504 ("Assignor") owns certain trademarks and/or service marks, and applications and/or registrations for such marks, as listed in Exhibit A attached hereto and incorporated herein by reference ("Marks"); and

WHEREAS, Creative Computers, Inc., a Delaware corporation with its principal place of business at 2555 W. 190th Street, Torrance, CA 90504 ("Assignee"), desires to acquire all of the right, title and interest of Assignor in, to and under the Marks, together with the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid Assignee to Assignor, the receipt and sufficiency of which hereby is acknowledged, Assignor does hereby sell, assign, transfer and convey unto Assignee *nunc pro tunc*, effective as of June 1, 2000, its entire right, title and interest in and to the Marks, and to the applications and/or registrations for the Marks, together with the goodwill of the business symbolized by the Marks and the portion of the business of Assignor to which the Marks pertain, including the right to sue and recover for any past infringement thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed by an authorized officer.

By:  _____

Name: Rory K Taks

Title: President

EXHIBIT A
TRADEMARKS

ECOST — App. Serial No. 75/647,186

ECOST.COM — App. Serial No. 75/647,197