

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PC Mall Sales, Inc.		10/01/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	PC Mall, Inc.		
Street Address:	2555 W. 190th Street		
City:	Torrance		
State/Country:	CALIFORNIA		
Postal Code:	90504		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1904278	CLUBMAC	
Registration Number:	1739578	CLUBMAC	
Registration Number:	2061557	CLUBPDA	
Registration Number:	2509087	SHIPITFORYOU.COM	
Registration Number:	2509088	SHIPITFORYOU	
CORRESPONDENCE DATA			
Fax Number:	(415)268-7522		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	bmoylan@mofocom		
Correspondent Name:	Jennifer Lee Taylor		
Address Line 1:	425 Market Street		
Address Line 4:	San Francisco, CALIFORNIA 94127-2482		
ATTORNEY DOCKET NUMBER:	27964-2400000		
NAME OF SUBMITTER:	Jennifer Lee Taylor		

CH \$140.00 1904278

Signature:

/Jennifer Lee Taylor/

Date:

10/21/2005

Total Attachments: 2

source=27964- 24065.00 - Trademark Assignment#page1.tif

source=27964- 24065.00 - Trademark Assignment#page2.tif

TRADEMARK ASSIGNMENT

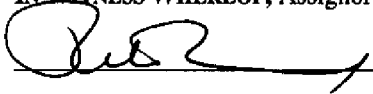
WHEREAS, PC Mall Sales, Inc. ("Assignor"), a California corporation with its principal place of business at 2555 W. 190th Street, Torrance, CA 90504 is the sole owner of all right, title and interest in and to the trademarks set forth on Exhibit A attached hereto (the "Marks"), and to the goodwill and reputation of the business connected with and symbolized by these trademarks;

WHEREAS, Assignor wishes to assign all right, title and interest in and to the Marks to PC Mall, Inc. ("Assignee"), a Delaware corporation with its principal place of business at 2555 W. 190th Street, Torrance, CA 90504, and Assignee wishes to accept such assignment;

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which hereby is acknowledged, Assignor hereby transfers, conveys and assigns to Assignee 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: Pete Freix

Title: President, PC Mall Sales, Inc.

Date: October 1, 2005

EXHIBIT A
Marks

1. CLUBMAC – U.S. Reg. No. 1,904,278
2. CLUBMAC – U.S. Reg. No. 1,739,578
3. CLUBPDA – U.S. Reg. No. 2,061,557
4. SHIPITFORYOU.COM and DESIGN – U.S. Reg. No. 2,509,087
5. SHIPITFORYOU – U.S. Reg. No. 2,509,088

