

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Altura International		07/01/2005	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
Name:	SHOP.COM		
Street Address:	1 Lower Ragsdale Drive, Building 1, Suite 210		
City:	Monterey		
State/Country:	CALIFORNIA		
Postal Code:	93940		
Entity Type:	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 6</b>			
Property Type	Number	Word Mark	
Registration Number:	2297317	CATALOG CITY	
Registration Number:	2307156	CATALOG CITY	
Registration Number:	2102641	FREESHOP	
Registration Number:	3031475	SHOP COM	
Serial Number:	78805577	SHOP.COMPANION	
Serial Number:	78800012	SHOP · COMPANION	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(650)324-0638		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650 324-7000		
Email:	sv-trademark@hellerehrman.com		
Correspondent Name:	Lisa Greenwald-Swire		
Address Line 1:	275 Middlefield Road		
Address Line 4:	Menlo Park, CALIFORNIA 94025-3506		
ATTORNEY DOCKET NUMBER:	40959-1000 LGS/VCT		

OP \$165.00 2297317

NAME OF SUBMITTER:	Lisa Greenwald-Swire
Signature:	/Lisa Greenwald-Swire/
Date:	05/31/2006
Total Attachments: 0	

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