

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
John Love		06/24/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Vertical Web Media, L.L.C.		
Street Address:	300 South Wacker Drive		
Internal Address:	Suite 602		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2339398	INTERNET RETAILER	
CORRESPONDENCE DATA			
Fax Number:	(312)857-7095		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-857-7079		
Email:	scarter@kelleydrye.com		
Correspondent Name:	Stephanie E. Carter		
Address Line 1:	Kelley Drye & Warren LLP		
Address Line 2:	333 West Wacker Dr, Suite 2600		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	VERTICAL WEB MEDIA, LLC		
NAME OF SUBMITTER:	Stephanie E. Carter		
Signature:	/Stephanie E. Carter/		

CH \$40.00 2339398

Date:

07/11/2006

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, John Love, an individual citizen of the United States, c/o Vertical Web Media of 300 South Wacker Drive, Suite 602, Chicago, Illinois, 60606, is using and is owner of the following trademark (the "Mark"):

TRADEMARK	REG. NO.	REG. DATE
INTERNET RETAILER	2,339,398	April 4, 2000

WHEREAS, Vertical Web Media, L.L.C., a limited liability company of Delaware, having an office and place of business at 300 South Wacker Drive, Suite 602, Chicago, Illinois, 60606, is desirous of acquiring said Mark and the registration therefor, together with the goodwill of the business associated therewith;

NOW, THEREFORE, in consideration of the payment of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, John Love does hereby assign to Vertical Web Media, L.L.C., all right, title and interest in, to and under said Mark and the registration therefor, together with the goodwill of the business connected with the use of and symbolized by the Mark, and together with all causes of action for the infringement of such Mark.

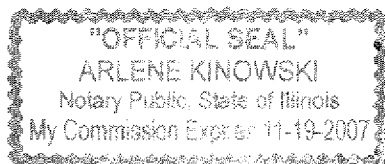
Date: 6/24/2006 By [Signature]
John Love, Assignor

ACKNOWLEDGMENT

STATE OF ILLINOIS)
 :SS
COUNTY OF COOK)

Be it remembered on this 24 day of June, 2006, before me, the subscriber, a Notary Public authorized to take acknowledgements and proofs in said county and state, personally appeared John Love, who duly executed the foregoing instrument and who acknowledged said instrument to be of his own free act and deed.

Arlene Kinowski
Notary Public



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