

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Fanbuzz, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) 11/30/2007

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: GSI Commerce Solutions, Inc.

Internal

Address: 1075 First Avenue

Street Address: _____

City: King of Prussia

State: Pennsylvania

Country: United States of America Zip: 19406

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other _____

Citizenship _____
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2597151; 2661565

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Timothy D. Pecsnye, Esquire

Internal Address: 9th Floor

Street Address: One Logan Square

City: Philadelphia

State: Pennsylvania Zip: 19103

Phone Number: 215-569-5619

Fax Number: 215-632-5619

Email Address: pecsnye@blankrome.com

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 65.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 022555

Authorized User Name Timothy D. Pecsnye

9. Signature:

Signature

12/04/2007

Date

Timothy D. Pecsnye

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$65.00 022555 2597151

ASSIGNMENT OF TRADEMARK REGISTRATIONS

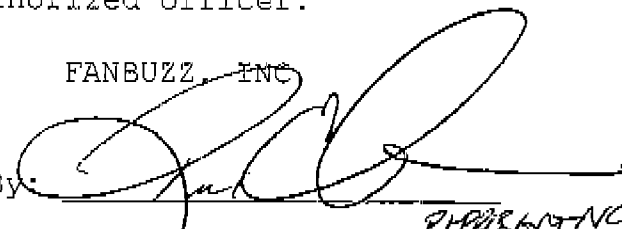
This agreement made on this 31st day of October 2005, between FANBUZZ, INC., a Delaware Corporation, with an address at 10729 Bren Road East, Minnetonka, Minnesota 55343 ("ASSIGNOR"), and GSI COMMERCE SOLUTIONS, INC., a Pennsylvania Corporation, with its address at 1075 First Avenue, King of Prussia, Pennsylvania 19406 ("ASSIGNEE").

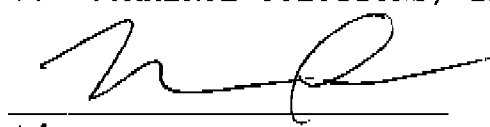
WHEREAS, ASSIGNOR has adopted and is using the trademarks listed in Schedule A ("Marks") for which it owns federal registrations in the United States Patent and Trademark Office;

WHEREAS, ASSIGNEE is desirous of all right and title in and to said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all its right, title, and interest in and to said Marks, and the full exclusive benefit thereof, together with the goodwill of the business symbolized by and associated with said trademarks and service marks and trademark and service mark registrations thereof.

IN TESTIMONY WHEREOF, ASSIGNOR and ASSIGNEE have executed this Assignment by a duly authorized officer.

FANBUZZ, INC
Dated: 11/9/07 By: 
Name: RICK REPRESENTING VALLE VISION MIDDY
Title: MD OF EXECUTIVE EQUITY

GSI COMMERCE SOLUTIONS, INC.
Dated: 11-30-07 By: 
Name: Michael Conn
Title: VP, Chief Financial Officer

SCHEDULE A

Assignment of Trademarks from Fanbuzz, Inc.
To GSI Commerce Solutions, Inc.

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
CUSTOMFAN	2,597,151	July 23, 2002
CUSTOMFAN	2,661,565	December 17, 2002

Common Law Trademarks

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BLANK ROME LLP
COUNSELORS AT LAW

Phone: (215) 569-5619

Fax: (215) 832-5619

Email: peesenye@blankrome.com

December 4, 2007

VIA FACSIMILE (571) 273-0140

Director of the USPTO
Assignment Recordation Services
P.O. Box 1450
Alexandria, Virginia 22313-1450

Re: GSI Commerce Solutions, Inc.
Recordal of Assignment Between
Fanbuzz, Inc., a Delaware corporation and
GSI Commerce Solutions, Inc., a Pennsylvania corporation

Dear Sir:

Enclosed for recordation is a "Assignment of Trademark Registrations" showing the transfer of the below-referenced marks from Fanbuzz, Inc., a Delaware corporation ("ASSIGNOR"), to GSI Commerce Solutions, Inc., a Pennsylvania corporation ("ASSIGNEE"). This document and attached recordation cover sheet applies to the following registrations:

Mark	Registration Number	Registration Date
CUSTOMFAN	2,597,151	July 23, 2002
CUSTOMFAN	2,661,565	December 17, 2002

Please charge all fees due in connection with the filing of this assignment document to our Deposit Account Number 02-2555. Should any questions arise concerning the recordation of this document, kindly contact me at (215) 569-5619.

Please send all correspondence and the original document stamped with reel and frame numbers to the following address:

One Logan Square 130 North 18th Street, Philadelphia, PA 19103-6998
www.BlankRome.com

BLANK  ROME LLP
COUNSELORS AT LAW

Director of the USPTO
December 4, 2007
Page 2

Timothy D. Pecsénye, Esquire
Blank Rome LLP
One Logan Square
Philadelphia, Pennsylvania 19103-6998
Facsimile: (215) 832-5767

Thank you for your attention to this matter.

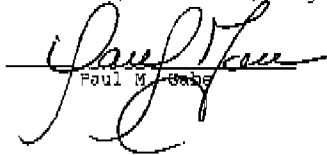
Sincerely yours,


TIMOTHY D. PECSÉNYE

TDF:pmg
cc: Paul D. Cataldo, Esquire
Francis E. Dehel, Esquire

CERTIFICATE OF FACSIMILE

I hereby certify that this correspondence is being transmitted via facsimile addressed to the Director of the USPTO, Assignment Recordation Services, P.O. Box 1450, Alexandria, Virginia 22313-1450, on March 31, 2005.


Paul M. Cataldo



FAX TRANSMITTAL FORM

Date: December 4, 2007

	TO:	FIRM:	FAX NO.:	CONFIRMATION NO.:
To:	Director of the USPTO	USPTO	571-273-0140	

From:	Timothy D. Pecsénye
Phone:	215-569-5619
Fax:	215-832-5619
Email:	pecsenye@blankrome.com
Atty No.:	1716

# of Pages: (include cover)	6
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Client/Matter #:	103315-00115
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ORIGINAL:		WHEN COMPLETED:	
Will Follow:	X	Call For Pickup:	
Will Not Follow:		Send Interoffice:	

COVER MESSAGE:

Re: GSI Commerce Solutions, Inc.
 Recordal of Assignment Between
 Fanbuzz, Inc., a Delaware corporation and
GSI Commerce Solutions, Inc., a Pennsylvania corporation

CONFIDENTIALITY NOTE:

The documents accompanying this fax transmission contain information, which may be confidential and/or legally privileged, from the law firm of Blank Rome LLP. The information is intended only for the use of the individual or entity named on this transmission sheet. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this faxed information is strictly prohibited, and that the documents should be returned to this firm immediately. If you have received this in error, please notify us by telephone immediately at the number listed above, collect, so that we may arrange for the return of the original documents to us at no cost to you. The unauthorized disclosure, use, or publication of confidential or privileged information inadvertently transmitted to you may result in criminal and/or civil liability.

TRANSMITTED BY:	DATE SENT:	TIME SENT:	TIME CALLED:
BUSY:	NO ANSWER:	WRONG NUMBER:	NO CONNECTION:

One Logan Square 18th & Cherry Streets, Philadelphia, PA 19103
 215.569.5500 Fax: 215.569.5555

www.BlankRome.com