

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Neely LLC | | 01/16/2008 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Amazon Technologies, Inc. | | |
| Street Address: | PO Box 8102 | | |
| Internal Address: | Attn: Trademarks | | |
| City: | Reno | | |
| State/Country: | NEVADA | | |
| Postal Code: | 89507 | | |
| Entity Type: | CORPORATION: NEVADA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2883822 | ENDLESS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (206)266-7010 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (206) 266-4064 | | |
| Email: | trademarks@amazon.com | | |
| Correspondent Name: | Eileen Kirkland | | |
| Address Line 1: | PO Box 8102 | | |
| Address Line 2: | Attn: Trademarks | | |
| Address Line 4: | Reno, NEVADA 89507 | | |
| ATTORNEY DOCKET NUMBER: | NEELY ENDLESS ASSN | | |
| NAME OF SUBMITTER: | Eileen Kirkland | | |
| Signature: | /Eileen Kirkland/ | | |

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Date:

01/16/2008

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Neely LLC ("Assignor"), a Delaware corporation with the address c/o Carter Ledyard & Milburn LLP 2 Wall Street New York, NY 10005 has common law rights and is the owner of the trademark registration set forth below which is the subject of this assignment:

| Trademark | Registration Number | Registration Date |
|-----------|---------------------|-------------------|
| ENDLESS | 2883822 | 9/14/2004 |

WHEREAS, Amazon Technologies, Inc. ("Assignee"), a Nevada corporation with its principal place of business at 8329 West Sunset Road, Suite 220 Las Vegas, Nevada 89113 USA, whose preferred address of record and correspondence address for trademarks is PO Box 8102 Reno, Nevada 89507 USA, is desirous of acquiring said registration, common law rights and associated goodwill.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the mark.

Signed this 16th day of January, 2008.

Neely LLC

By Sarah Dods
Sarah Dods
President and Treasurer

STATE OF WASHINGTON)
) ss.
COUNTY OF KING)

On this 16th day of January, 2008, before me, Thea F. Jokerst, a Notary Public in and for the State of Washington, duly commissioned and sworn, appeared Sarah Dods, to me known to be the individual who executed the within and foregoing instrument, and acknowledged that she signed the same as her voluntary act and deed, for the uses and purposes therein mentioned.

GIVEN under my hand and official seal hereto affixed the day and year in this certificate first above written.

Thea F. Jokerst
Thea F. Jokerst

Notary Public in and for the State of Washington,
residing at Seattle, Washington, USA
My Commission Expires: September 9, 2011

