

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
RedEnvelope, Inc.		06/23/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Provide Gifts, Inc. dba RedEnvelope		
<b>Street Address:</b>	5005 Wateridge Vista Drive		
<b>City:</b>	San Diego		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92121		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	76211248	GET LUCKY DICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(650)812-3444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(650) 812-3400		
<b>Email:</b>	shernandez@carrferrell.com		
<b>Correspondent Name:</b>	Joi A. White, Esq.		
<b>Address Line 1:</b>	2200 Geng Road		
<b>Address Line 4:</b>	Palo Alto, CALIFORNIA 94303		
<b>ATTORNEY DOCKET NUMBER:</b>	T-2333 US		
<b>NAME OF SUBMITTER:</b>	Joi A. White		
<b>Signature:</b>	/Joi A. White/		
<b>Date:</b>	09/02/2008		

OP \$40.00 76211248

**Total Attachments: 4**

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CONFIRMATORY TRADEMARK ASSIGNMENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, RedEnvelope, Inc., a Delaware corporation, with offices at 149 New Montgomery Street, San Francisco, California ("Assignor") owns certain trademarks and/or service marks, and applications and/or registrations for such marks, as set forth in Attachment 1 attached hereto and incorporated herein by this reference ("Marks"); and

WHEREAS, Provide Commerce, Inc., a Delaware corporation ("Provide Commerce"), with offices at 5005 Wateridge Vista Drive, San Diego, California, through its wholly owned subsidiaries, Provide Gifts, Inc. ("Provide Gifts"), a Delaware corporation, and Provide Cards, Inc. ("Provide Cards"), a California corporation (collectively, "Assignee"), desires to acquire all of the right, title and interest of Assignor in, to and under the Marks, together with the goodwill of the business symbolized by the Marks;

WHEREAS, Provide Gifts is a successor to a portion of the business of Assignor to which the Marks pertain; and

WHEREAS, Assignor and Assignee have entered into a certain Intellectual Property Assignment Agreement, dated June 23, 2008, assigning, among other things, all right, title and interest in and to the Marks and in and to the registrations and/or applications for same from Assignor to Provide Gifts.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which hereby is acknowledged, Assignor does hereby sell, assign, transfer and convey unto Provide Gifts its entire right, title and interest in and to the Marks, and to the applications and/or registrations for the Marks (and the right to apply for the foregoing), together with the goodwill of the business symbolized by the Marks and the portion of the business of the Assignor to which the Marks pertain, including the right to sue and recover for any past infringement thereof.

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IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed by an authorized officer on this 23rd day of June, 2008.

**REDENVELOPE, INC.**

By: 

Name: Philip E. Neri

Title: Chief Financial Officer

[SIGNATURE PAGE TO CONFIRMATORY TRADEMARK ASSIGNMENT]

## ATTACHMENT 1

## MARKS

## List of Trademark Applications and Registrations for RedEnvelope, Inc.

Country	Status	Application Number	Application Date	Registration Number	Registration Date	Mark Name
United States	Registered	76/583,815	3/29/2004	3,037,192	1/3/2006	REDENVELOPE AND DESIGN
Canada	Abandoned	1232828	9/29/2004			MISCELLANEOUS DESIGN
European Community	Registered	4052528	9/29/2004	4052528	7/24/2006	MISCELLANEOUS DESIGN
United States	Registered	75/752,568	7/16/1999	2,474,275	7/31/2001	REDENVELOPE
Australia	Registered	832179	4/17/2000	832179	7/3/2001	REDENVELOPE
Austria	Registered	13622003	2/27/2003	211335	7/23/2003	REDENVELOPE
Benelux	Registered	1036262	2/26/2003	732080	2/26/2003	REDENVELOPE
Canada	Registered	1056886	4/18/2000	555832	12/21/2001	REDENVELOPE
China P.R.	Registered	2000112432	7/28/2000	1699726	1/14/2002	REDENVELOPE
European Community	Filed	1601392	4/10/2000			REDENVELOPE
France	Registered	33212560	2/28/2003	33212560	2/28/2003	REDENVELOPE
Germany	Registered	30313511535	2/27/2003	30313511	7/4/2003	REDENVELOPE
United Kingdom	Registered	2285192A	11/9/2001	2285192A	10/13/2006	REDENVELOPE
Ireland	Registered	200300340	2/25/2003	226623	2/25/2003	REDENVELOPE
Japan	Registered	200090100	8/15/2000	4551718	3/15/2002	REDENVELOPE
Sweden	Registered	200301306	2/27/2003	389824	6/29/2007	REDENVELOPE
Mexico	Registered	650486	4/2/2004	842577	7/19/2004	REDENVELOPE
Norway	Registered	200403501	4/1/2004	238675	4/10/2007	REDENVELOPE
Switzerland	Registered	521732004	4/1/2004	524084	7/27/2004	REDENVELOPE
Taiwan	Registered	93014108	3/31/2004	1144690	3/16/2005	REDENVELOPE

## EXECUTION VERSION

Country	Status	Application Number	Application Date	Registration Number	Registration Date	Mark Name
China P.R.	Filed	pending	pending			REDENVELOPE
United States	Registered	76/026,297	4/13/2000	2,461,506	6/19/2001	REDENVELOPE (STYLIZED)
Australia	Registered	832180	4/17/2000	832180	7/3/2001	REDENVELOPE (STYLIZED)
Canada	Registered	1056885	4/18/2000	555831	12/21/2001	REDENVELOPE (STYLIZED)
China P.R.	Registered	2000112433	7/28/2000	1744152	4/7/2002	REDENVELOPE (STYLIZED)
European Community	Filed	1601327	4/10/2000			REDENVELOPE (STYLIZED)
United Kingdom	Registered	2285192B	11/9/2001	2285192B	11/9/2001	REDENVELOPE (STYLIZED)
Japan	Registered	2000111862	10/13/2000	4534363	1/11/2002	REDENVELOPE (STYLIZED)
Hong Kong	Registered	134162000	6/19/2000	B10833AB2001	9/19/2001	REDENVELOPE (STYLIZED)
United States	Registered	76/183,690	12/19/2000	2,988,425	8/30/2005	RED BOX AND IVORY BOW TRADE DR
Canada	Registered	1154470	10/1/2002	TMA688149	5/24/2007	RED BOX AND IVORY BOW TRADE DRESS
Community Trademark	Registered	2850303	9/16/2002	2850303	9/16/2002	RED BOX AND IVORY BOW TRADE DRESS
United States	Abandoned	75/475,812	4/28/1998	2,242,854	5/4/1999	911GIFTS
United States	Registered	76/211,248	2/14/2001	2,544,627	3/5/2002	GET LUCKY DICE
United States	Registered	75/475,821	4/28/1998	2,484,134	9/4/2001	GIFT ALERT
United States	Registered	76/594,431	5/27/2004	3,003,414	10/4/2005	RED BOX AND IVORY BOW DESIGN
Sweden	Registered	200103485	5/29/2001	354092	4/5/2002	ENVELOPE & LOGO
Norway	Registered	200106950	6/1/2001	212885	1/24/2002	ENVELOPE & LOGO

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RECORDED: 09/02/2008

TRADEMARK  
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