

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
TigerDirect, Inc.		06/29/2009	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	SYX Services, Inc.		
Street Address:	11 Harbor Park Drive		
City:	Port Washington		
State/Country:	NEW YORK		
Postal Code:	11050		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3541420	PINK FRIDAY	
CORRESPONDENCE DATA			
Fax Number:	(212)806-2560		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-806-5400		
Email:	tm@stroock.com		
Correspondent Name:	Laura Goldbard George		
Address Line 1:	180 Maiden Lane		
Address Line 2:	Stroock & Stroock & Lavan LLP		
Address Line 4:	New York, NEW YORK 10038-4982		
ATTORNEY DOCKET NUMBER:	357032/274		
NAME OF SUBMITTER:	Laura Goldbard George		
Signature:	/laura goldbard george/		
Date:	06/29/2009		

CH \$40.00 3541420

Total Attachments: 2

source=PINK FRIDAY Assignment#page1.tif

source=PINK FRIDAY Assignment#page2.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, TigerDirect, Inc., a Florida corporation, having its principal place of business at 7795 West Flagler Street, Miami, Florida 33144 (hereinafter referred to as "ASSIGNOR"), is the owner of the trademark PINK FRIDAY and the record owner of Trademark Registration No. 3,541,420 (hereinafter referred to as the "TRADEMARK"); and

WHEREAS, SYX Services, Inc., a New York corporation, having an address of 11 Harbor Park Drive, Port Washington, New York 11050 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the rights, title and interest of ASSIGNOR in, to and under the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK:

NOW THEREFORE, in consideration of good and valuable consideration from ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR confirms the transfer and hereby transfers and assigns to ASSIGNEE, the entire right, title and interest in and to the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK and all trademark registrations therefor; and

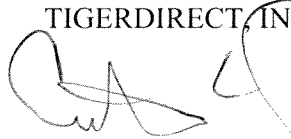
ASSIGNOR does also hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns, all claims for damages by reason of past infringement of the TRADEMARK, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives; and

ASSIGNOR, further authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any country foreign to the United States, whose duty it is to record trademark registrations, applications and title thereto, to record the TRADEMARK and title thereto as the property of the ASSIGNEE, its successors, legal representatives and assigns in accordance with the terms of this instrument; and

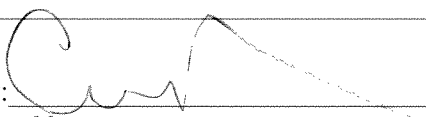
ASSIGNOR, further agrees to execute such addition documents as may be required in countries foreign to the United States, to record ASSIGNEE as the owner of the TRADEMARK and registrations and applications herein assigned.

IN WITNESS WHEREOF, the parties have executed this instrument on this 29th day of June, 2009.

TIGERDIRECT, INC.

By: 
Name: _____
Title: _____

SYX SERVICES, INC.

By: 
Name: _____
Title: _____