

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 |
| Amazon Services LLC | | 10/12/2009 | LIMITED LIABILITY COMPANY: NEVADA |
| RECEIVING PARTY DATA | | | |
| Name: | Amazon Technologies, Inc. | | |
| Street Address: | P.O. Box 8102 | | |
| City: | Reno | | |
| State/Country: | NEVADA | | |
| Postal Code: | 89507 | | |
| Entity Type: | CORPORATION: NEVADA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77079292 | SHELFARI | |
| Serial Number: | 77079283 | SHELFARI | |
| Serial Number: | 77079279 | SHELFARI | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (206)359-9000 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 206-359-8000 | | |
| Email: | pctrademarks@perkinscoie.com | | |
| Correspondent Name: | Matthew D. Schneller, Perkins Coie LLP | | |
| Address Line 1: | 1201 Third Avenue | | |
| Address Line 2: | Suite 4800 | | |
| Address Line 4: | Seattle, WASHINGTON 09101 | | |
| ATTORNEY DOCKET NUMBER: | 24976-4000 | | |
| NAME OF SUBMITTER: | Matthew D. Schneller | | |

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**TRADEMARK
 REEL: 004081 FRAME: 0458**

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|--|------------------------|
| Signature: | /Matthew D. Schneller/ |
| Date: | 10/20/2009 |
| Total Attachments: 3 source=2009-10-12 Executed Shelfari Assignment#page1.tif source=2009-10-12 Executed Shelfari Assignment#page2.tif source=2009-10-12 Executed Shelfari Assignment#page3.tif | |

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Amazon Services LLC ("Assignor"), a Nevada limited liability company with an address of 8329 West Sunset Road, Suite 220, Las Vegas, NV 89113, has statutory and common law rights in the common-law trademark SHELFARI, ("the Mark"), that is the subject of this assignment and is used by Assignor at common law including but not limited to in the United States and Canada; and

WHEREAS, Assignor is the owner of the pending intent-to-use trademark/service mark application(s) set forth in Exhibit 1 and incorporated herein by reference; and

WHEREAS, Amazon Technologies, Inc. ("Assignee"), a Nevada corporation with its principal place of business at P.O. Box 8102, Reno, Nevada 89507, is desirous of acquiring said common law trademark rights and said trademark application, together with the line of business associated with those marks and the goodwill associated therewith;

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 marks set forth in Exhibit 1, together with the line of business associated with those marks and the goodwill appurtenant thereto.

Should any documents, papers, instruments, and assignments be required in order to vest all right, title, and interest in and to the Mark to the Assignee and/or provide evidence to support any of the same, Assignor hereby grants to Assignee a limited Power of Attorney to

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prepare and execute such documents on behalf of Assignor.

Assigned and accepted this 12 day of October, 2009.

AMAZON SERVICES LLC
Assignor

By: [Signature]
Title: Sarah Dods, Assistant Secretary
Date: 12 October 2009

AMAZON TECHNOLOGIES, INC.
Assignee

By: [Signature]
Title: Robyn Hess, Assistant Secretary
Date: October 13, 2009

STATE OF)
)
) ss.
COUNTY OF)

STATE OF)
)
) ss.
COUNTY OF)

On the 12 day of October, 2009, before me personally appeared Sarah Dods, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he/she is the Assistant Secretary of Amazon Services LLC, the company described in and which executed the foregoing instrument, that he/she has signed said instrument as a free act on behalf of said corporation, and that he/she has the authority to act on behalf of, and bind, said corporation.

On the 13th day of October, 2009, before me personally appeared ROBYN HESS, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he/she is the Assistant Secretary of Amazon Technologies, Inc., the corporation described in and which executed the foregoing instrument, that he/she has signed said instrument as a free act on behalf of said corporation, and that he/she has the authority to act on behalf of, and bind, said corporation.

SUBSCRIBED AND SWORN to before me on the date stated above.

SUBSCRIBED AND SWORN to before me on the date stated above.

[Signature]

[Signature]

NOTARY PUBLIC in and for the State of Washington, residing at Seattle

NOTARY PUBLIC in and for the State of Nevada, residing at Las Vegas.

My Appointment Expires: 12-9-2011

My Appointment Expires: _____

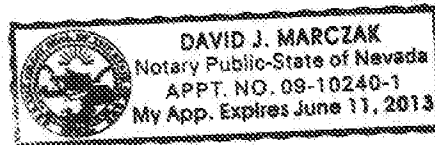
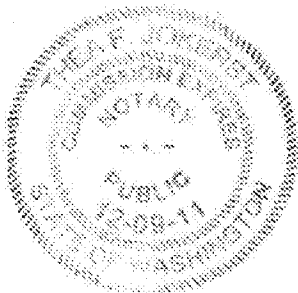


EXHIBIT 1

TRADEMARK APPLICATIONS

| Trademark | Serial Number (Country) | Int'l Class | Status |
|------------------|--------------------------------|--------------------|-----------------------------------|
| SHELFARI | 77079292 (USA) | 42 | Pending intent-to-use application |
| SHELFARI | 77079283 (USA) | 41 | Pending intent-to-use application |
| SHELFARI | 77079279 (USA) | 35 | Pending intent-to-use application |
| SHELFARI | 1354960 (Canada) | N/A | Pending application |