

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	This submission is to correct an error made in a previously recorded document that erroneously affects the identified applications.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Zappos IP, Inc.		08/03/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Zappos IP, Inc.
Street Address:	2280 Corporate Circle, Suite 100
Internal Address:	Attn: Trademarks
City:	Henderson
State/Country:	NEVADA
Postal Code:	89074
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	85029132	ALEJANDRA SKY
Serial Number:	85029136	NOT TOO COY
Serial Number:	85029146	BLACK ROOSTER
Serial Number:	85029151	CULTURE PHIT
Serial Number:	85029155	702 BLUSH

CORRESPONDENCE DATA

Fax Number: (206)266-7010
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: docket@amazon.com
 Correspondent Name: Zappos IP Inc.
 Address Line 1: 2280 Corporate Circle, Suite 100
 Address Line 2: Attn: Trademarks
 Address Line 4: Henderson, NEVADA 89074

ATTORNEY DOCKET NUMBER:	TMK00866.088
NAME OF SUBMITTER:	Jessica H. Schneller
Signature:	/Jessica H. Schneller/
Date:	08/04/2010
Total Attachments: 2 source=Declaration in Support of Withdrawal of Improperly Recorded Assignmt 2010-08-03#page1.tif source=Declaration in Support of Withdrawal of Improperly Recorded Assignmt 2010-08-03#page2.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignment Reel/Frame	:	4206/0778
Assignment Received	:	May 14, 2010
Assignment Recorded	:	May 14, 2010
Serial Nos.	:	85/029132 85/029136 85/029146 85/029151 85/029155

**DECLARATION IN SUPPORT OF WITHDRAWAL OF
IMPROPERLY RECORDED ASSIGNMENT**

I, Jessica H. Schneller, declare that I am the Assistant Secretary of Zappos IP, Inc. and am authorized to make this declaration on its behalf. I have personal knowledge of the facts set forth below. If called upon and sworn as a witness, I could and would competently testify as set forth below.

The trademark assignment transferring ownership of numerous trademark applications and registrations from Zappos.com, Inc. to Zappos IP, Inc. and recorded with the U.S. Patent and Trademark Office's Assignment Division on May 14, 2010 under Reel/Frame 4206/0778 was inadvertently recorded against the following five (5) pending applications due to a clerical error:

Mark	Serial No.
ALEJANDRA SKY	85/029132
NOT TOO COY	85/029136
BLACK ROOSTER	85/029146
CULTURE PHIT	85/029151
BLUSH	85/029155

The above-referenced applications were filed on May 3, 2010 in the name of Zappos IP, Inc. The ownership for these applications has not changed since the filing date of May 3, 2010 and the trademark schedule attached to the assignment recorded on May 14, 2010 (with an execution date of May 1, 2010) under Reel/Frame 4206/0778 did not include the above-referenced

five (5) applications. Thus, the recordation of the assignment transferring ownership of the above-referenced five (5) applications from Zappos.com, Inc. to Zappos IP, Inc. was inadvertently erroneously filed. Zappos IP, Inc. has been and continues to be the true and correct owner of the above-referenced five (5) applications since their filing date.

Zappos IP, Inc. hereby requests that the trademark assignment recorded with the U.S. Patent and Trademark Office's Assignment Division on May 14, 2010 under Reel/Frame 4206/0778, assigning the above-referenced five (5) applications from Zappos.com, Inc. to Zappos IP, Inc., be withdrawn. The assignment is to be withdrawn only in connection with the five (5) applications indicated in the chart above.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true.

ZAPPOS IP, INC.

Dated: August 3, 2010

Signature: Jessica H. Schneller
Jessica H. Schneller
Assistant Secretary

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