

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Myshape LLC		03/02/2011	LIMITED LIABILITY COMPANY: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	The Purple Eagle Management & Investment 2006, Ltd.
<b>Street Address:</b>	1 Refal Biton St.
<b>City:</b>	Hod Hasharon
<b>State/Country:</b>	ISRAEL
<b>Entity Type:</b>	CORPORATION: ISRAEL

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	3805000	PERSONAL SHOP
Registration Number:	3841485	PERSONAL SHOP
Registration Number:	3789260	MYSHAPE
Registration Number:	3237218	MYSHAPE
Registration Number:	3286274	MYSHAPE
Registration Number:	3443098	MYSHAPE
Registration Number:	3750798	MYSHAPE
Registration Number:	3753378	MYSHAPE
Registration Number:	3428696	MYSHAPE.COM
Registration Number:	3750813	SHAPEMATCH
Registration Number:	3283005	SHAPEMATCH
Serial Number:	77904620	MYSHAPE
Serial Number:	78919345	SHAPEMATCH
Serial Number:	77800818	MYSHAPE

OP \$415.00 3805000

Serial Number:	77904527	ME COMMERCE
Serial Number:	77900184	MY SHAPE. MY STYLE. MY FIT.

**CORRESPONDENCE DATA**

Fax Number: (888)813-3735  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: mail@entis-ip.com  
 Correspondent Name: Allan C. Entis, Intellectual Property Ltd.  
 Address Line 1: Raoul Wallenberg 6  
 Address Line 4: Tel Aviv, ISRAEL 69719

ATTORNEY DOCKET NUMBER: C065-A200-IPMNG

**DOMESTIC REPRESENTATIVE**

Name:  
 Address Line 1:  
 Address Line 2:  
 Address Line 3:  
 Address Line 4:

NAME OF SUBMITTER: Ellen Boermeester

Signature: /EB/

Date: 03/31/2011

Total Attachments: 15  
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**Exhibit E**  
**TRADEMARK ASSIGNMENT**

WHEREAS, Myshape (assignment for the benefit of creditors), LLC, a limited liability company organized and existing under the laws of the State of California, in its sole capacity as Assignee for the Benefit of Creditors of Myshape, Inc., with principal offices located at 1100 La Avenida Street, Building A, Mountain View, California 94043, United States ("ASSIGNOR"), has agreed to sell its right, title and interest, if any, in and to the trademarks on the attached Schedule E to ASSIGNEE (as defined below) and

WHEREAS, The Purple Eagle Management & Investment 2006, Ltd., a corporation organized and existing under the laws of Israel, and having its place of business at 1 Refal Biton St., Hod Hasharon, Israel ("ASSIGNEE") is desirous of acquiring said trademarks and registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and subject to the terms of the Asset Purchase Agreement between Assignor and Assignee, said ASSIGNOR does hereby assign unto the said ASSIGNEE all rights, title and interest in and to the said trademarks, together with the applications for the registrations and all common law rights of or relating to the trademarks, together with the goodwill of the business symbolized by the trademarks indicated on Schedule E, along with all claims for damages by reason of infringement of the same.

ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to reflect on the records of the applicable trademark office or registry the assignment of the registrations indicated on Schedule E effected hereby, and to issue the same to the said ASSIGNEE in accordance with the terms of this instrument.

ASSIGNOR agrees that, upon reasonable request and at ASSIGNEE'S sole cost and expense, it will sign all lawful papers, make all rightful oaths and generally assist ASSIGNEE in perfecting and recording titles to the trademarks listed in Schedule E throughout the world.

ASSIGNEE shall bear all responsibility and expense for preparing any instrument of assignment or transfer from ASSIGNOR to ASSIGNEE and for recording the same, any fee or tax levied thereon, and all prosecution and maintenance costs incurred with respect to the trademarks.



ASSIGNEE shall have the exclusive right to bring and maintain actions for, and to settle, release and compromise claims for infringement of trademarks listed on Schedule E occurring prior to the date hereof and to retain the proceeds thereof.

"ASSIGNOR"

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: \_\_\_\_\_, 2011

"ASSIGNEE"

  
By: MENACHEM SHTATM

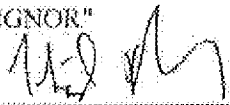
Title: CEO

Date Signed: March 3<sup>rd</sup>, 2011



ASSIGNEE shall have the exclusive right to bring and maintain actions for, and to settle, release and compromise claims for infringement of trademarks listed on Schedule E, occurring prior to the date hereof and to retain the proceeds thereof.

"ASSIGNOR"

By: 

Title: mgr.

Date Signed: March \_\_, 2011

"ASSIGNEE"

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date Signed: March \_\_, 2011

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Santa Clara

On 3/2/11

before me, Hangama Aziz, Notary Public

personally appeared Michael A. Mandy

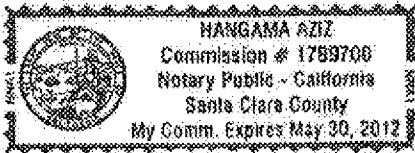
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Hangama Aziz

Signature of Notary Public



Place Notary Seal Above

**OPTIONAL**

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

**Description of Attached Document**

Title or Type of Document: \_\_\_\_\_

Document Date: \_\_\_\_\_

Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_

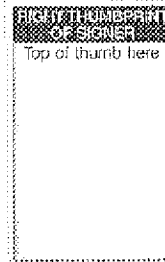
- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_

CONFIDENTIAL

TRADEMARK PORTFOLIO REPORT

PREPARED FOR

myShape, Inc.  
210 W. Lexington Ave.,  
Glendale, California, 91203

January 20, 2011

PREPARED BY

KILPATRICK TOWNSEND & STOCKTON LLP

<p><b>San Francisco Office</b> TWO EMBARCADERO CENTER EIGHTH FLOOR SAN FRANCISCO, CA 94111 (415) 576-0200 voice (415) 576-0200 facsimile</p>	<p><b>Palo Alto Office</b> 379 LYTTON AVENUE PALO ALTO, CA 94301-1431 (650) 326-2400 voice (650) 326-3422 facsimile</p>	<p><b>Seattle Office</b> 1420 FIFTH AVENUE SUITE 4400 SEATTLE, WA 98101-2325 (206) 467-5600 voice (206) 673-6793 facsimile</p>
<p><b>Beavercreek Office</b> 1400 WEWATTA STREET SUITE 600 DENVER, CO 80202 (303) 571-4000 voice (303) 571-4321 facsimile</p>	<p><b>Walnut Creek Office</b> 2175 N. CALIFORNIA BLVD. SUITE 600 WALNUT CREEK, CA 94596 (925) 472-5000 voice (925) 472-8995 facsimile</p>	<p><b>San Diego Office</b> 17730 HIGH BLUFF DRIVE SUITE 400 SAN DIEGO, CA 92130 (619) 590-6100 voice (619) 590-6111 facsimile</p>
<p><b>Washington, DC Office</b> 1301 K STREET, N.W. NINTH FLOOR EAST TOWER WASHINGTON, DC 20005 (202) 481-9900 voice (202) 481-3972 facsimile</p>	<p><b>Tokyo Office</b> THE IMPERIAL HOTEL TOWER 15<sup>th</sup> Floor 1-1-1 UCHEISAIWAICHO CHUYODA-KU, 100-0011 TOKYO, JAPAN +81 3 3507 5669 voice +81 3 3507 5930 facsimile</p>	

Schedule E

Please contact us for explanations or limitations of this report.

MS [Signature]

Class No.	Goods	Priority	Base Date	Serial	Class No.	Goods	Priority	Base Date	Serial	Class No.	Goods	Priority	Base Date	Serial	Class No.	Goods	Priority	Base Date	Serial
45	PERSONAL SHOP (Supplemental)	77843553 01/06/2009	3605000 06/15/2010	0252892-002500US (MMG)	45	PERSONAL SHOP (Supplemental)	77843553 01/06/2009	3605000 06/15/2010	0252892-002500US (MMG)	35	PERSONAL SHOP	77879165 01/05/2009	3844485 08/31/2010	026252-002501US (MMG)	9, 14, 16, 25, 35, 42, 45	MYS-HAPE	77804820 01/04/2010	3789260 05/18/2010	0252892-002560US (MMG)
<p>Class 45: Providing consulting in the selection of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network; providing services in the area of personal shopping for clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network.</p> <p>Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories.</p> <p>Class 9: Eyeglasses.</p> <p>Class 14: Jewelry.</p> <p>Class 18: Handbags.</p> <p>Class 25: Clothing, namely dresses, jackets, coats, sweaters, suits, skirts, shorts, T-shirts, blouses, tops, pants, jeans, sweaters, outerwear, namely, coats, jackets and all weather coats, trousers, nightwear, intimate apparel, namely, nightgowns, robes, camisoles and lingerie; belts, scarves, leggings and socks, hair accessories, namely, headbands.</p> <p>Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories.</p> <p>Class 42: Computer and engineering consultation and research, namely providing on-line non-downloadable computer programs and software to assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer services, namely, acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; data automation and collection service using proprietary software to evaluate, analyze and collect service data; database development services; design and development of computerized information and data bases; providing electronic verification of on-line orders of digital content and generating electronic transaction codes which then allow users to access said digital content; providing online non-downloadable software for finding and buying items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; providing specific information as requested by customers via the Internet; updating of computer software for others in the field of clothing selection and electronic commerce.</p> <p>Class 45: Providing consultation in the selection of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network; providing services in the area of personal shopping for clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network.</p> <p>Class 9: Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa.</p>																			
Registered										Registered									
Next Due Date: Section 8 & 15										Next Due Date: Section 8 & 15									
Open 06/15/2015										Open 05/18/2015									
Next Due Date: Section 8 & 15										Next Due Date: Section 8 & 15									
Due 06/15/2016										Due 05/18/2016									
Next Due Date: Next Renewal										Next Due Date: Next Renewal									
Due 06/15/2020										Due 05/18/2020									
End of Grace 11/18/2016										End of Grace 11/18/2016									
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Due 05/18/2020										Due 05/18/2020									
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Pending - Allowed										Pending - Allowed									

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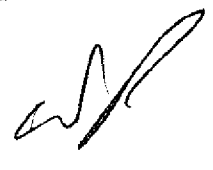
Canada	MYSHAPE & Design	1330578 1222/2006	Verbal	<p>Warrant:</p> <p>(1) Shawla.</p> <p>(2) Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa.</p> <p>(3) Eyeglasses.</p> <p>(4) Clothing, namely dresses, jackets, coats, suits, skirts, shorts, T-shirts, blouses, tops, pants, jeans, shoes, sweaters, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, and underwear.</p> <p>Services:</p> <p>(1) Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories.</p> <p>(2) Computerized on-line services that match items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa.</p> <p>(3) Retail store services in the field of clothing and accessories.</p> <p>(4) Computer and engineering consultation and research, namely providing computer programs and software to others that assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer consultation; computer programming for others; computer services, namely, acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer services, namely, data recovery services; computer software consultation; computer software development; computer software design; computer programming, or maintenance of computer software; computer hardware and software systems for others; data automation and collection services using proprietary software to evaluate, analyze and collect information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of on-line orders of digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy hats or articles of clothing to suit an individual's body shape, measurements and clothing preferences; providing specific information as requested by customers via the Internet; software authoring; updating of computer software for others.</p>	<p>Pending</p>	026262-092700CA (MMMG)
United States of America	MYSHAPE & Design	78616535 062622006	Shawla.	<p>Registered</p> <p>Next Due Date: Section 8 &amp; 15          Open 05/01/2012</p> <p>Next Due Date: Section 8 &amp; 15          Due 05/01/2013</p> <p>Next Due Date: Next Renewal          Due 05/01/2017</p>	026262-092700US (MMMG)	
WIPO	MYSHAPE & Design	828840 1221/2006	<p>Class 9: Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa; eyeglasses.</p> <p>Class 25: Clothing, namely dresses, jackets, coats, suits, skirts, shorts, T-shirts, blouses, tops, pants, jeans, shoes, sweaters, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, underwear, shirts.</p>	<p>Registered</p> <p>Next Due Date: Next Renewal          Due 1221/2016</p>	026262-092700WO (MMMG)	

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<p>Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories; retail store services in the field of clothing and accessories.</p> <p>Class 42: Computer and engineering consultation and research, namely providing computer programs and software to assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer consultation; computer programming for others; computer services, namely acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer services, namely data recovery services; computer software consultation; computer software development; computer software design; computer programming, or maintenance of computer software; consultation services in the fields of selection, implementation and use of computer hardware and software systems for others; data automation and collection services using proprietary software to evaluate, analyze and collect service data; database development services; design and development of information and data bases; design (or others) in the fields of computers and clothing; installation of computer software; providing electronic verification of on-line orders of digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; software authoring; updating of computer software for others.</p> <p>Class 45: Computerized on-line services that match items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa.</p>						<p>028251-          002700WQ/AAU          (MIMS)</p>
<p>Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories; retail store services in the field of clothing and accessories.</p> <p>Class 42: Computer and engineering consultation and research, namely providing computer programs and software to assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer consultation; computer programming for others; computer services, namely acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer services, namely data recovery services; computer software consultation; computer software development; computer software design; computer programming, or maintenance of computer software; consultation services in the fields of selection, implementation and use of computer hardware and software systems for others; data automation and collection services using proprietary software to evaluate, analyze and collect service data; database development services; design and development of information and data bases; design (or others) in the fields of computers and clothing; installation of computer software; providing electronic verification of on-line orders of digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; software authoring; updating of computer software for others.</p> <p>Class 45: Computerized on-line services that match items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa.</p>			<p>Class 25: Clothing, namely dresses, jackets, coats, suits, skirts, shorts, T-shirts, blouses, tops, pants, jeans, shoes, sweaters, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, underwear, straps.</p>	<p>Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories; retail store services in the field of clothing and accessories.</p> <p>Class 42: Computer and engineering consultation and research, namely providing computer programs and software to assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer consultation; computer programming for others; computer services, namely acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer services, namely data recovery services; computer software consultation; computer software development; computer software design; computer programming, or maintenance of computer software; consultation services in the fields of selection, implementation and use of computer hardware and software systems for others; data automation and collection services using proprietary software to evaluate, analyze and collect</p>		<p>Registered</p>
<p>Australia</p>	<p>MYSHAPE &amp;          Design</p>	<p>9, 25, 35,          42, 45</p>	<p>928840          1/22/2006</p>	<p>928840          1/22/2006</p>	<p>928840          1/22/2006</p>	

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European Union	3/15/SHAPE & Design	9, 25, 35, 42, 45	826840 12/21/2008	326840 12/21/2008	<p>service data; database development services; design and development of information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of on-line orders of digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; software authoring; updating of computer software for others.</p> <p>Class 45: Computerized on-line services that match items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa.</p> <p>Class 8: Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa; eyeglasses.</p> <p>Class 25: Clothing, namely dresses, jackets, coats, suits, skirts, shorts, T-shirts, blouses, tops, pants, jeans, shoes, sneakers, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, underwear, shawls.</p> <p>Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories; retail store services in the field of clothing and accessories.</p> <p>Class 42: Computer and engineering consultation and research, namely providing computer programs and software to others that assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer consultation; computer programming for others; computer services, namely, acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer services, namely, data recovery services; computer software consultant; computer software development; computer software design; computer programming or maintenance of computer software; consultation services in the fields of selection, implementation and use of computer hardware and software systems for others; data automation and collection service using proprietary software to create, analyze and collect service data; database development services; design and development of information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of on-line orders of digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; software authoring; updating of computer software for others.</p> <p>Class 46: Computerized on-line services that match items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa.</p> <p>Class 9: Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa; eyeglasses.</p> <p>Class 25: Clothing, namely dresses, jackets, coats, suits, skirts, shorts, T-shirts,</p>	Registered	026282-002700WOUJEU (MMG)
Japan	3/15/SHAPE & Design	9, 25, 35, 42, 45	826840 12/21/2008	826840 12/21/2008	Registered	026282-002700WOUJEU (MMG)	

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Class No.	Class Description	Priority	Priority Date	Registration No.	Registration Date	Next Due Date	Next Renewal Date	Class
45	blouses, tops, pants, jeans, shirts, sweaters, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, underwear, slippers; Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories; retail store services in the field of clothing and accessories; Class 42: Computer and engineering consultation and research, namely providing computer programs and software to assist persons in find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer consultation; computer programming for dress; computer services, namely, acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer services, namely, data recovery services; computer software consultation; computer software development; computer software design, computer programming, or maintenance of computer software; computer hardware and software systems for others; data substitution and collection services using proprietary software to evaluate, analyze and collect service data; database development services; design and development of information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of on-line orders of digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; software authoring; updating of computer software for others. Class 45: Computerized online services that match items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa.		75/919316 06/23/2006	3286274 09/26/2007	028262-002800US (MMG)	Registered Next Due Date: Section 8 & 15 Open 08/28/2012 Next Due Date: Section 8 & 15 Due 08/28/2013 Next Due Date: Next Renewal Due 08/28/2017	028262-002900US (MMG)	United States of America
35	Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories.		76/918200 06/26/2006	5443088 06/03/2008	028262-002900US (MMG)	Registered Next Due Date: Section 8 & 15 Open 06/03/2013 Next Due Date: Section 8 & 15 Due 06/03/2014 Next Due Date: Next Renewal Due 06/03/2018	028262-003000US (MMG)	United States of America
25	Clothing, namely dresses, jackets, coats, suits, skirts, shorts, T-shirts, blouses, tops, pants, jeans, shirts, sweaters and underwear; outerwear, namely, coats, jackets and all weather coats; trousers, hats, nightwear; intimate apparel, namely, nightgowns, robes, camisoles and lingerie.		76/919293 06/26/2006	3750794 02/16/2010	028262-003000US (MMG)	Registered Next Due Date: Section 8 & 15 Open 8/2/18/2015 Next Due Date: Section 8 & 15 Due 02/16/2016 Next Due Date: Next Renewal Due 02/16/2021		United States of America

MS TRADEMARK

IPC Classifications 2006-01-01 Classifications	IPC Classifications 2006-01-01 Classifications	IPC Classifications 2006-01-01 Classifications	IPC Classifications 2006-01-01 Classifications	IPC Classifications 2006-01-01 Classifications	IPC Classifications 2006-01-01 Classifications	IPC Classifications 2006-01-01 Classifications	IPC Classifications 2006-01-01 Classifications	IPC Classifications 2006-01-01 Classifications
United States of America	MYSHAPE	9, 35	76919328 08/28/2006	3753376 02/23/2010	Class 9: Eyeglasses. Class 35: Retail store services in the field of clothing and accessories.	Registered Next Due Date: Section 8 & 15 Open 02/23/2015 Next Due Date: Section 8 & 15 Due 02/23/2015 Next Due Date: Next Renewal Due 02/23/2020	025262-005100US (MMG)	
United States of America	MYSHAPE.COM	35, 45	76919464 06/28/2006	3428694 05/13/2008	Class 36: Computerized on-line ordering services in the field of clothing; computerized on-line retail store services in the field of clothing. Class 45: Providing consultation in the selection of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network; providing services in the area of personal shopping for clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network.	Registered Next Due Date: Section 8 & 15 Open 05/13/2015 Next Due Date: Section 8 & 15 Due 05/13/2014 Next Due Date: Next Renewal Due 05/13/2018	026262-003300US (MMG)	
Canada	SHAPEMATCH		1330520 12/22/2006		Wares: (1) Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa. (2) Eyeglasses. (3) Clothing, namely dresses, jackets, coats, suits, skirts, shorts, t-shirts, blouses, tops, pants, jeans, shoes, sweaters, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, and underwear. Services: (1) Computerized services that suggest items or articles of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa. (2) Computer and engineering consultation and research, namely providing computer programs and software to others that assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer consultation; computer programming for others; computer service, namely, acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer services, namely, data recovery services; computer software consultation; computer software development; computer software design; computer programming; or maintenance of computer software; consultation services in the field of selection, implementation and use of computer hardware and software systems for others; data automation and collection services using proprietary software to evaluate, analyze and collect service data; database development services; design and development of information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of on-line orders or digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; providing specific information as requested by customers via the Internet; software authoring; updating of computer software for others. Class 9: Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa; eyeglasses. Class 35: Computer software for matching items or articles of clothing to an	Pending	026262-006300CA (MMG)	
United States of America	SHAPEMATCH	9	76919343 06/28/2006		Class 9: Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa; eyeglasses.	Pending - Allowed	026262-003300US (MMG)	
WIPO	SHAPEMATCH	9, 25, 42	918317	818317	Class 9: Computer software for matching items or articles of clothing to an	Registered	026262-003300DWO	

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	Priority Date	Priority	Priority	Priority	Priority	Priority
<p>Individual's body shape, measurements and clothing preferences, and vice versa; eyeglasses.</p> <p>Class 28: Clothing, namely dresses, jackets, coats, suits, skirts, shorts, T-shirts, blouses, tops, pants, jeans, shoes, sweaters, underwear, trousers, hats, nightwear, intimate apparel, lingerie, underwear.</p> <p>Class 42: Computer and engineering consultation and research, namely providing computer programs and software to others that assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer consultation; computer programming for others; computer services, namely, acting as an application service provider in the field of knowledge management for databases and application software for searching and retrieving information from databases and computer networks; computer services, namely, data recovery services; computer software consultation; computer software development; computer software design, computer programming, or maintenance of computer software; consultation services in the fields of selection, implementation and use of computer hardware and software systems for others; data automation and collection service using proprietary software; design and development of information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of on-line orders of digital content and generating electronic verification codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; software updating; updating of computer software for others.</p> <p>Class 45: Computerized services that suggest items or articles of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa.</p>	<p>12/21/2006</p>	<p>12/21/2006</p>	<p>12/21/2006</p>	<p>12/21/2006</p>	<p>12/21/2006</p>	<p>12/21/2006</p>
<p>Australia</p>	<p>17/30/06 12/21/2006</p>	<p>9, 25, 42</p>	<p>SHAPEMATCH</p>	<p>918317 12/21/2006</p>	<p>918317 12/21/2006</p>	<p>918317 12/21/2006</p>
<p>European Union</p>	<p>17/30/06 12/21/2006</p>	<p>9, 25, 42</p>	<p>SHAPEMATCH</p>	<p>918317 12/21/2006</p>	<p>918317 12/21/2006</p>	<p>918317 12/21/2006</p>

Next Due Date: Next Renewal Due 12/21/2018

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<p>service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer software; computer services, namely, data recovery services; computer software consultation, computer software development; computer software design, computer programming, or maintenance of computer software; consultation services in the fields of selection, implementation and use of computer hardware and software systems for others; data substitution and collection service using proprietary software to evaluate, analyze and collect information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of online orders of digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; software authoring; updating of computer software for others.</p>	<p>Class 45: Computerized services that suggest items or articles of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa.</p>	<p>Class 9: Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa; eyeglasses.</p> <p>Class 25: Clothing, namely dresses, jackets, coats, suits, skirts, shirts, T-shirts, blouses, tops, pants, jeans, shoes, sweaters, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, underwear.</p> <p>Class 42: Computer and engineering consultation and research, namely providing computer programs and software to others that assist persons to find or purchase items or articles of clothing to suit an individual's body shape; measurements and clothing preferences; computer consultation; computer programming for others; computer service, namely, acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer software development; computer software design, computer programming, or maintenance of computer software; consultation services in the fields of selection, implementation and use of computer hardware and software systems for others; data substitution and collection services using proprietary software to evaluate, analyze and collect information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of online orders of digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; software authoring; updating of computer software for others.</p> <p>Class 45: Computerized services that suggest items or articles of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa.</p> <p>Class 25: Clothing, namely dresses, jackets, coats, suits, skirts, shirts, blouses, tops, pants, jeans, shoes, sweaters, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, underwear.</p>	<p>916517        12/21/2006</p>	<p>916517        12/21/2006</p>	<p>9, 25, 42</p>	<p>SHAPEMATCH</p>	<p>Japan</p>	<p>U28262        03300400LP        (MMG)</p>
<p>Registered</p>	<p>Registered</p>	<p>Class 9: Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa; eyeglasses.</p> <p>Class 25: Clothing, namely dresses, jackets, coats, suits, skirts, shirts, T-shirts, blouses, tops, pants, jeans, shoes, sweaters, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, underwear.</p> <p>Class 42: Computer and engineering consultation and research, namely providing computer programs and software to others that assist persons to find or purchase items or articles of clothing to suit an individual's body shape; measurements and clothing preferences; computer consultation; computer programming for others; computer service, namely, acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer software development; computer software design, computer programming, or maintenance of computer software; consultation services in the fields of selection, implementation and use of computer hardware and software systems for others; data substitution and collection services using proprietary software to evaluate, analyze and collect information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of online orders of digital content and generating electronic permission codes which then allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; software authoring; updating of computer software for others.</p> <p>Class 45: Computerized services that suggest items or articles of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa.</p> <p>Class 25: Clothing, namely dresses, jackets, coats, suits, skirts, shirts, blouses, tops, pants, jeans, shoes, sweaters, outerwear, trousers, hats, nightwear, intimate apparel, lingerie, underwear.</p>	<p>916517        12/21/2006</p>	<p>916517        12/21/2006</p>	<p>9, 25, 42</p>	<p>SHAPEMATCH</p>	<p>United States</p>	<p>028262-0033071US</p>

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United States of America	SHAPEMATCH	45	78910351 062872006	5789005 082112007	02/16/2010	06/28/2006	02/16/2010	<p>blouses, tops, pants, jeans, shoes, sweaters and underwear, outerwear, jewelry, coats, jackets and all weather coats, trousers, hats, nightwear, intimate apparel, namely, nightgowns, robes, camisoles and lingerie.</p> <p>Class 45: Computer and engineering consultation and research, namely providing on-line downloadable computer programs and software to others that assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer consultation, computer programming for others; computer service, namely, acting as an application service provider in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; computer software development services; computer software consultation; computer software development services; computer software design, computer programming, or maintenance of computer software; consultation services in the fields of selection, implementation and use of computer hardware and software systems to evaluate, analyze and collect service data; database development services; design and development of information and data bases; design for others in the fields of computers and clothing; installation of computer software; providing electronic verification of on-line orders of digital content and generating electronic permission codes which allow users to access said digital content; providing online non-downloadable software for persons to find and buy items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; providing specific information as requested by customers via the Internet; software auditing; localizing of computer software for others.</p>	<p>Registered</p> <p>Next Due Date: Section 8 &amp; 15 Open 08/21/2012</p> <p>Next Due Date: Section 8 &amp; 15 Due 08/21/2013</p> <p>Next Due Date: Next Renewal Due 08/21/2017</p>	028262-003400US (MMG)
United States of America	INTSHAPE	9, 14, 15, 18, 25, 33, 42, 45	77800618 08102008					<p>Class 9: Computer software for matching items or articles of clothing to an individual's body shape, measurements and clothing preferences, and vice versa; downloadable Internet browser plug-ins and client server applications in the fields of clothing and fashion; software in the nature of pre-configured and customized web widgets, gadgets and indexing plug-ins for use in conducting online sales transactions; software and pre-recorded video content for use with retail point-of-sale displays, eyeglasses.</p> <p>Class 14: Jewelry.</p> <p>Class 18: Printed periodicals in the field of fashion.</p> <p>Class 18: Handbags.</p> <p>Class 25: Clothing and ready-to-wear, namely dresses, jackets, coats, shirts, skirts, slacks, T-shirts, blouses, tops, pants, jeans, sweaters, outerwear, namely, coats, jackets and all weather coats, trousers, nightwear; intimate apparel, namely, nightgowns, robes, camisoles and lingerie; hats, scarves, leggings and socks; hair accessories, namely, headbands; swimwear, wedding dresses and gowns.</p>	<p>Pending - Allowed</p>	028262-004300US (MMG)

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United States of America	ME COMMERCE	35, 45	77806527 01/04/2010	<p>Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories.</p> <p>Class 42: Computer and engineering consultation and research, namely providing on-line non-downloadable computer programs and software to assist persons to find or purchase items or articles of clothing to suit an individual's body shape, measurements and clothing preferences; computer service, namely, acting as an application service provider, in the field of knowledge management to host computer application software for searching and retrieving information from databases and computer networks; data automation and collection service using proprietary software to evaluate, analyze and collect service data; database development services; design and development of information and data bases; providing electronic verification of on-line orders of merchandise and generating electronic purchase orders which then allow users to access said merchandise; providing specific information as requested by customers via the Internet; updating of computer software for others; providing customized consulting, namely, providing specific information as requested by customers via the Internet; providing programming code to assist users in creating, editing, reviewing, publishing and sharing weblogs.</p> <p>Class 45: Providing fashion consultation in the selection of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network; providing services in the area of personal shopping for clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network.</p>	12/28/2004-004700JUS (MMG)
United States of America	MY SHAPE, MY STYLE, MY FIT.	25, 35	77800184 12/23/2008	<p>Class 45: Providing consultation in the selection of clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network; providing services in the area of personal shopping for clothing to suit an individual's body shape, measurements and clothing preferences, and vice versa via a global computer network.</p> <p>Class 25: Clothing and maternity wear, namely, dresses, skirts, suits, blouses, T-shirts, blouses, tops, pants, jeans, sweaters, outerwear, namely, coats, jackets and all weather coats, trousers, nightwear, intimate apparel, namely, nightgowns, robes, camisoles and lingerie, belts, scarves, leggings and socks; hair accessories, namely, headbands; swimwear; wedding dresses and gowns.</p> <p>Class 35: Computerized on-line ordering services in the field of clothing and accessories; computerized on-line retail store services in the field of clothing and accessories.</p>	02/28/2004-004800JUS (MMG)

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