

**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
Gilt Gourmet, Inc.		06/30/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Gilt Groupe, Inc.		
Street Address:	2 Park Avenue		
Internal Address:	4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85255293	GILT TASTE	
CORRESPONDENCE DATA			
Fax Number:	(212)685-4407		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	646-524-9496		
Email:	alucas@gilt.com		
Correspondent Name:	Allison Lucas, Gilt Groupe, Inc.		
Address Line 1:	2 Park Avenue		
Address Line 2:	4th Floor		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Allison Lucas		
Signature:	/allisonlucas/		
Date:	07/21/2011		
Total Attachments: 1 source=Exhibit A - Gilt Taste assignment#page1.tif			

OP \$40.00 85255293

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into this ~~June~~ <sup>30<sup>th</sup></sup> day of July, 2011, by and between Gilt Taste, Inc., formerly known as Gilt Gourmet, Inc., a Delaware corporation having a place of business at 2 Park Avenue, 4<sup>th</sup> Floor, New York, NY 10016 ("Assignor"), and Gilt Groupe, Inc., a Delaware corporation having a place of business at 2 Park Avenue, 4<sup>th</sup> Floor, New York, NY 10016 ("Assignee") (each a "Party," and collectively, the "Parties").

WHEREAS, Assignor is the owner of the US trademark application #85255293 for GILT TASTE (the "Trademark") and is using the Trademark in connection with the goods and/or services for which such application has been filed; and

WHEREAS, Assignee agreed to acquire the business from Assignor, including: (i) that portion of Assignor's business in which Assignor has use of the Trademark, and (ii) all of Assignor's right, title and interest in and to the Trademark and any goodwill of the business symbolized by the Trademarks; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree that Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademark and any and all goodwill of the business symbolized by the Trademark, including all rights therein provided by international conventions and treaties, and the right to sue for past, present and future infringement thereof.

IN WITNESS WHEREOF, each Party has caused this Assignment to be executed as of the date first written above by its duly authorized officer.

ASSIGNOR

By: 

Name: Shan-lyn Ma  
Title: GM

ASSIGNEE

By: 

Name: Kathleen Leo  
Title: Secretary