

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GSky Acquisition Sub, Inc.		07/18/2001	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SkyMall, Inc.		
<b>Street Address:</b>	1520 East Pima Street		
<b>City:</b>	Phoenix		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85034		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1708173	SKYMALL	
Registration Number:	1843376	TRAVELMALL	
Registration Number:	2258774	SKYMALL	
Registration Number:	2343788	SKYMALL.COM	
Registration Number:	2560417	SKYMALL	
Registration Number:	2716526	SKYMALL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(480)245-6231		
<b>Email:</b>	glenn.bacal@bacalgroup.com, david.andersen@bacalgroup.com, jamie.tuccio@bacalgroup.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Glenn S. Bacal		
<b>Address Line 1:</b>	6991 E. Camelback		
<b>Address Line 4:</b>	Scottsdale, ARIZONA 85251		

**OP \$165.00 1708173**

NAME OF SUBMITTER:	Glenn S. Bacal
Signature:	/Glenn S. Bacal/
Date:	10/12/2011
Total Attachments: 0	

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