

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
eCost.com, Inc.		02/18/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Mall Acquisition 3, Inc.
Street Address:	1940 E. Mariposa Ave.
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90504
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	3166819	ECOST.COM
Registration Number:	3096896	ECOST
Registration Number:	3538572	ECOST.COM YOUR ONLINE DISCOUNT SUPERSTORE!
Registration Number:	3579553	ECOST.COM
Registration Number:	3720709	ECOST
Registration Number:	3043510	ECOST
Registration Number:	3097084	ECOST.COM
Registration Number:	2762044	ECOST
Registration Number:	2588881	ECOST.COM
Registration Number:	3200422	DIGI SOUNDCENTER
Registration Number:	2945705	BARGAIN COUNTDOWN
Registration Number:	3276482	BARGAIN COUNTDOWN PLATINUM CLUB

CORRESPONDENCE DATA

OP \$315.00 3166819

Fax Number: (949)760-9502
Phone: 949-760-0404
Email: sherry.gentile@kmob.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Knobbe, Martens, Olson & Bear, LLP
Address Line 1: 2040 Main Street, 14th Floor
Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	PCMA1.000GEN
NAME OF SUBMITTER:	Stacey R. Halpern
Signature:	/Stacey R. Halpern/
Date:	01/04/2012

Total Attachments: 8
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TRADEMARK AND SERVICE MARK ASSIGNMENT

THIS TRADEMARK AND SERVICE MARK ASSIGNMENT (this "Assignment") made this 18th day of February, 2011, by eCOST.com, Inc. ("Assignor") to and for the benefit of Mall Acquisition 3, Inc. ("Assignee").

WITNESSETH

WHEREAS, Assignor, a Delaware corporation with a principal address of 500 N. Central Expressway, Suite 500, Plano, Texas 75074 (hereinafter referred to as "Assignor") is the owner of the Trademarks and Service Marks set forth on Exhibit A attached hereto (collectively referred to hereinafter as the "Marks"), which Marks are the subject of Registrations in the United States, the United Kingdom and Canada as set forth on Exhibit A; and

WHEREAS, pursuant to the terms of that certain Asset Purchase Agreement dated as of February 17, 2011 (the "Asset Purchase Agreement"), Assignor has agreed to assign to Assignee the Marks, and Assignee has agreed to acquire all rights in and to the Marks, including any and all common law rights in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, subject to the terms and provisions of the Asset Purchase Agreement, Assignor hereby assigns to Assignee, all right, title and interest throughout the world, in and to the aforesaid Marks, together with all of the good will of the business symbolized by said Marks, and together with the right to recover damages and profits and all other remedies for past infringements thereof.

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IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by its duly authorized representative as of the day and year first above written.

ASSIGNOR
ECOST.COM, INC.

By: Thomas Madden
Name: THOMAS MADDEW
Title: CFO

EXHIBIT A

UNITED STATES TRADEMARK AND SERVICE MARK REGISTRATIONS

ECOST.COM, U.S. Service Mark Reg. No. 3,166,819 in International Class 35 for telephone, mail order and online retail services featuring clothing, gifts, prerecorded and blank CDs, audio cassettes and floppy discs, sporting goods, travel goods, phonographs, toys, photography instruments, perfumery, leather, imitation leather, bags, furniture.

ECOST, U.S. Service Mark Reg. No. 3,096,896 in International Class 35 for telephone, mail order and online retail services featuring clothing, gifts, prerecorded and blank CDs, audio cassettes and floppy discs, sporting goods, travel goods, printed matters, phonographs, toys, photography instruments, perfumery, leather, imitation leather, bags and furniture.

ECOST.COM YOUR ONLINE DISCOUNT SUPERSTORE!, U.S. Trademark Reg. No. 3,538,572 in International Class 16 for catalogs featuring clothing, books, gifts, prerecorded and blank CDs, audio cassettes, prerecorded DVDs, video tapes, video games, sporting goods, travel goods, luggage, printed matters, phonographs, recorded music, toys, photography instruments, musical instruments and fittings therefor, photographs, stationery, horological instruments and parts therefor, manual and power tools, soaps, perfumery, cosmetics, leather, imitation leather, bags, umbrellas, furniture, indoor ornaments of textile, garden items, housewares, watches, jewelry, electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders, and in International Class 35 for telephone, mail order and online retail services featuring clothing, books, gifts, prerecorded and blank CDs, audio cassettes, prerecorded DVDs, video tapes, video games, sporting goods, travel goods, luggage, printed matters, phonographs, recorded music, toys, photography instruments, musical instruments and fittings therefor, photographs, stationery, horological instruments and parts therefor, manual and power tools, soaps, perfumery, cosmetics, leather, imitation leather, bags, umbrellas, furniture, indoor ornaments of textile, garden items, housewares, watches, jewelry, electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders; online auction services via a global computer network.

ECOST.COM, U.S. Service Mark Reg. No. 3,579,553 in International Class 35 for on-line retail store services featuring general consumer merchandise.

ECOST, U.S. Service Mark Reg. No. 3,720,709 in International Class 35 for on-line retail store services featuring general consumer merchandise.

EXHIBIT A (CONTINUED)

UNITED STATES TRADEMARK AND SERVICE MARK REGISTRATIONS

ECOST, U.S. Trademark Reg. No. 3,043,510 in International Class 16 for catalogs featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders, and in International Class 35 for telephone, mail order and online retail services featuring housewares, watches, jewelry, luggage, prerecorded DVDs, video tapes, and video games; online auction services via a global computer network.

ECOST.COM, U.S. Trademark Reg. No. 3,097,084 in International Class 16 for catalogs featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders, and in International Class 35 for telephone, mail order and online retail services featuring housewares, watches, jewelry, luggage, prerecorded DVDs, video tapes, and video games; online auction services via a global computer network.

ECOST, U.S. Service Mark Reg. No. 2,762,044 in International Class 35 for house mark for online retail ordering services featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, DVD players, receivers and video recorders.

ECOST.COM, U.S. Service Mark Reg. No. 2,588,881 in International Class 35 for house mark for online retail ordering services featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders.

DIGI SOUNDCENTER, U.S. Service Mark Reg. No. 3,200,422 in International Class 35 for mail order services and online retail ordering services featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, audio-video receivers, and video recorders; interactive demonstrations of digital audio products and related software.

EXHIBIT A (CONTINUED)

UNITED STATES TRADEMARK AND SERVICE MARK REGISTRATIONS

BARGAIN COUNTDOWN, U.S. Service Mark Reg. No. 2,945,705 in International Class 35 for online retail ordering services featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, DVD players, receivers and video recorders.

BARGAIN COUNTDOWN PLATINUM CLUB, U.S. Service Mark Reg. No. 3,276,482 in International Class 35 for business services, namely, promoting the goods and services of others by means of a customer loyalty program featuring information, incentives, discounts, and rewards.

UNITED KINGDOM TRADEMARK AND SERVICE MARK REGISTRATIONS

BARGAIN COUNTDOWN, UK Service Mark Reg. No. 2,375,886 in International Class 35 for the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from an Internet website specialising in the marketing of electrical and electronic equipment; online retail ordering services featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders.

ECOST.COM, UK Trademark Reg. No. 2,376,627 in International Class 16 for catalogues featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders, and in International Class 35 for advertising; business management; business administration; office functions; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a catalogue by mail order, or by telecommunications, or from an Internet website, specialising in the marketing of, housewares, watches, jewellery, luggage, pre-recorded DVDs, video tapes, and video games, clothing, books, gifts, pre-recorded and blank CDs, CD-ROMs, audio cassettes, and floppy discs, sporting goods, travel goods, printed matter, phonographs, recorded music, toys, photography instruments, musical instruments and fittings therefor, photographs, stationery, horological instruments and parts therefor, manual and power tools, soaps, perfumery, cosmetics, leather, imitation leather, bags, umbrellas, walking sticks, saddlery, furniture, fabric, indoor ornaments of textile, smokers articles and garden items; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from an Internet website specialising in the marketing of electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics,

televisions, VCRs, DVD players, receivers and video recorders; online auction services via a global computer network.

ECOST, UK Trademark Reg. No. 2,376,628 in International Class 16 for catalogues featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders, and in International Class 35 for advertising; business management; business administration; office functions; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a catalogue by mail order, or by telecommunications, or from an Internet website, specialising in the marketing of, housewares, watches, jewellery, luggage, pre-recorded DVDs, video tapes, and video games, clothing, books, gifts, pre-recorded and blank CDs, CD-ROMs, audio cassettes, and floppy discs, sporting goods, travel goods, printed matter, phonographs, recorded music, toys, photography instruments, musical instruments and fittings therefor, photographs, stationery, horological instruments and parts therefor, manual and power tools, soaps, perfumery, cosmetics, leather, imitation leather, bags, umbrellas, walking sticks, saddlery, furniture, fabric, indoor ornaments of textile, smokers articles and garden items; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from an Internet website specialising in the marketing of electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders; online auction services via a global computer network.

ECOST.COM YOUR ONLINE DISCOUNT SUPERSTORE!, UK Trademark Reg. No. 2,380,967 in International Class 16 for catalogs featuring clothing, books, gifts, prerecorded and blank CDs, audio cassettes, prerecorded DVDs, video tapes, video games, floppy discs, sporting goods, travel goods, luggage, printed matters, phonographs, recorded music, toys, photography instruments, musical instruments and fittings therefor, photographs, stationery, horological instruments and parts therefor, manual and power tools, soaps, perfumery, cosmetics, leather, imitation leather, bags, umbrellas, walking sticks, saddlery, furniture, fabric, indoor ornaments of textile, smokers articles, garden items, housewares, watches, jewelry, electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders, and in International Class 35 for advertising; business management; business administration; office functions; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a catalogue by mail order or by telecommunications, or from an Internet website, specialising in the marketing of housewares, watches, jewellery, luggage, pre-recorded DVDs, video tapes and video games, clothing, books, gifts, prerecorded and blank CDs, CD-ROMS, audio cassettes and floppy discs, sporting goods, travel goods, printed matter, phonographs, recorded music, toys, photography

instruments, musical instruments and fittings therefor, photographs, stationery, horological instruments and parts therefor, manual and power tools, soaps, perfumery, cosmetics, leather, imitation leather, bags, umbrellas, walking sticks, saddlery, furniture, fabric, indoor ornaments of textile, smokers articles and garden items; the bringing together, for the benefit of others, of a variety of goods from an Internet website specialising in the marketing of electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders; online auction services via a global computer network.

CANADIAN TRADEMARK AND SERVICE MARK REGISTRATIONS

BARGAIN COUNTDOWN, Canadian Service Mark Reg. No. TMA638,281 for online retail ordering services featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders.

BARGAIN COUNTDOWN PLATINUM CLUB, Canadian Service Mark Reg. No. TMA732,896 for business services, namely, promoting the goods and services of others by means of a customer loyalty program featuring information, incentives, discounts, and rewards.

ECOST.COM YOUR ONLINE DISCOUNT SUPERSTORE!, Canadian Trademark Reg. No. TMA753,041 for catalogs featuring clothing, books, gifts, prerecorded and blank CDs, audio cassettes, prerecorded DVDs, video tapes, video games, sporting goods, travel goods, luggage, printed matters, phonographs, recorded music, toys, photography instruments, musical instruments and fittings therefor, photographs, stationery, horological instruments and parts therefor, manual and power tools, soaps, perfumery, cosmetics, leather, imitation leather, bags, umbrellas, furniture, indoor ornaments of textile, garden items, housewares, watches, jewelry, electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders, catalogs featuring floppy discs, walking sticks, saddlery, fabric and smokers articles, telephone, mail order and online retail services featuring clothing, books, gifts, prerecorded and blank CDs, audio cassettes, prerecorded DVDs, video tapes, video games, sporting goods, travel goods, luggage, printed matters, phonographs, recorded music, toys, photography instruments, musical instruments and fittings therefor, photographs, stationery, horological instruments and parts therefor, manual and power tools, soaps, perfumery, cosmetics, leather, imitation leather, bags, umbrellas, furniture, indoor ornaments of textile, garden items, housewares, watches, jewelry, electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders; online auction services via a global computer

network, and telephone, mail order and online retail services featuring floppy discs, walking sticks, saddlery, fabric and smokers articles.

ECOST, Canadian Service Mark Reg. No. TMA642,200 for telephone, mail order and online retail services featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders, housewares, watches, jewelry, luggage, prerecorded DVDs, video tapes, and video games; online auction services via a global computer network.

ECOST.COM, Canadian Service Mark Reg. No. TMA653,008 for telephone, mail order and online retail services featuring electronics, computers, computer peripherals, computer software, electronic games, electronic game software, electronic game systems, audio equipment, home appliances, cameras, home electronics, televisions, VCRs, DVD players, receivers and video recorders, housewares, watches, jewelry, luggage, prerecorded DVDs, video tapes, and video games; online auction services via a global computer network.