

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Weatherflow Inc.		02/02/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Shoebuy.com, Inc.		
Street Address:	101 Arch Street		
Internal Address:	16th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02110		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3997998	COZYBOOTS	
CORRESPONDENCE DATA			
Fax Number:	(978)927-7477		
Phone:	(978) 927-7377		
Email:	agg@ProtectInventions.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	ANTOINETTE G. GIUGLIANO, PC		
Address Line 1:	100 Cummings Center		
Address Line 2:	Suite 213C		
Address Line 4:	Beverly, MASSACHUSETTS 01915		
ATTORNEY DOCKET NUMBER:	0035.0015-000		
NAME OF SUBMITTER:	Antoinette G Giugliano		
Signature:	/antoinette g giugliano/		

OP \$40.00 3997998

Date:

02/10/2012

Total Attachments: 3

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ASSIGNMENTS OF TRADEMARKS

WHEREAS, Weatherflow Inc., a corporation organized and existing under the laws of the State of California, and having its principal place of business at 108 Whispering Pines, Suite 245, Scotts Valley, CA 95066 (hereinafter called SELLER) is the owner of the entire right, title and interest in and to certain trademark, as specified in "EXHIBIT A" attached hereto and made a part hereof; and

WHEREAS, Shoebuy.com, Inc., a corporation organized and existing under the laws of the State of Delaware, and having its principal place of business at 101 Arch Street, 16<sup>th</sup> Floor, Boston, MA 02110 (hereinafter called BUYER) desires to acquire the entire right, title and interest in and to certain assets and properties of SELLER, including said trademark; and

WHEREAS, SELLER has agreed to execute such additional instruments as may be necessary or desirable to confirm said acquisition of certain assets by BUYER.

NOW, THEREFORE, in consideration of the foregoing, as well as for other good and valuable consideration receipt of which is hereby acknowledged, SELLER, hereby sells, assigns, transfers and sets over to BUYER, its successors, legal representatives and assigns, the entire right, title and interest of SELLER in and to said trademarks, together with the good will of the business symbolized by said trademarks, and all claims, if any, which may have arisen thereunder prior to the date of these Assignments.

IN WITNESS WHEREOF, SELLER has caused this instrument to be executed by its duly authorized corporate officer, **Daniel C. Lyons** of **Weatherflow Inc.**, and its corporate seal to be hereunto affixed, effective the 2nd day of February, 2012.

Signature: [Handwritten Signature]  
State/Commonwealth California Daniel C. Lyons  
of V.S.A  
County of Santa Cruz

Then personally appeared before me the above-named **Daniel C. Lyons**, an authorized corporate officer of **Weatherflow Inc.**, acknowledged that he executed the foregoing instrument as his free act and deed this 2nd day of February, 2012.

(SEAL)

[Handwritten Signature] Notary Public  
Taylor Cayman Warren (print name)  
My Commission expires 11/7/13

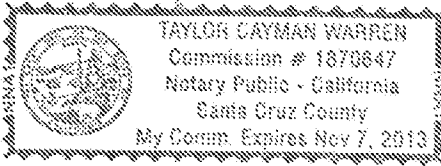


EXHIBIT A

U. S. Trademark Registration No.: 3,997,998

Registration Date: July 19, 2011

For: COZYBOOTS

Goods/Services: On-line retail store services featuring shoes and boots  
(IC035)