

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

07/23/2013  
 900261365

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL.	
CONVEYING PARTY DATA:			
Name	Formerly	Execution Date	Entity Type
Richline Group, Inc.		02/01/2011	CORPORATION
RECEIVING PARTY DATA:			
Name:	Bidz.com, Inc.		
Street Address:	2400 Marine Avenue		
City:	Redondo Beach		
State/Country:	CALIFORNIA		
Postal Code:	90278		
Entity Type:	CORPORATION <del>CALIFORNIA</del> DELAWARE		
PROPERTY NUMBERS Total: 6:			
Property Type	Number	Word Mark	
Registration Number:	0203945	KREMENTZ	
Registration Number:	0808483	KREMENTZ	
Registration Number:	1252860	KREMENTZ	
Registration Number:	0978549	SHIMAN	
Serial Number:	77169688	TAYLOR AVEDON	
Registration Number:	1762728	VAN DELL	
CORRESPONDENCE DATA:			
Fax Number:	3103991659		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	310-226-6864		
Email:	lesterwinograde@verizon.net		
Correspondent Name:	Lester Winograde		
Address Line 1:	2400 Marine Avenue		
Address Line 4:	Redondo Beach, CALIFORNIA 90278		

OP \$165.00 0203945

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<b>Address Line 4:</b>	Redondo Beach, CALIFORNIA 90278		

OP \$165.00 0203945

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made effective this <sup>15<sup>th</sup></sup> day of February 2011 by RICHLINE GROUP, INC., a Delaware corporation with its principal place of business at 115 South MacQueeten Parkway, Mount Vernon, New York 10550 ("Assignor"), in favor of BIDZ.COM, INC., a Delaware corporation with its principal place of business at 3562 Eastham Drive, Culver City, California 90232 ("Assignee").

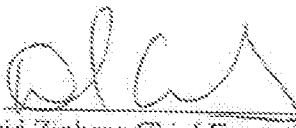
WHEREAS, Assignor owns all of the trademarks as applied for and/or registered as listed in Exhibit A attached hereto and all common law rights associated therewith (the "Marks"); and

WHEREAS, Assignor desires to assign all the right, title and interest of Assignor in and to the Marks together with the goodwill of the business symbolized by the Marks to Assignee, and Assignee desires to accept such assignment.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set unto Assignee all right, title and interest of Assignor in and to the Marks, together with the good will of the business symbolized by the Marks owned by Assignor, including but not limited to any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as well as all rights to sue and recover damages for past, present or future infringements or misappropriations thereof.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives effective on the date first above written.

BIDZ.COM, INC.

By:   
David Zinberg, Chief Executive Officer

RICHLINE GROUP, INC.

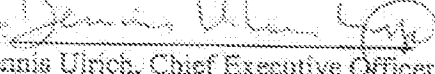
By:   
Dennis Ulrich, Chief Executive Officer

EXHIBIT A

<u>Trademark</u>	<u>U.S. Registration/Application No.</u>
Krementz	0,203,945 0,808,483 1,252,860
Shiman	0,978,549
Taylor Avedon	77/169688
Van Dell	1,762,728