

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313069

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marc Lore		08/04/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Jet.com, Inc.		
Street Address:	353 Bloomfield Avenue		
City:	Montclair		
State/Country:	NEW JERSEY		
Postal Code:	07042		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86337401	JET	
CORRESPONDENCE DATA			
Fax Number:	6509385200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	650-988-8500		
Email:	trademarks@fenwick.com		
Correspondent Name:	Sally M. Abel		
Address Line 1:	801 California Street		
Address Line 4:	Mountain View, CALIFORNIA 94041		
ATTORNEY DOCKET NUMBER:	30942-00070-3847		
NAME OF SUBMITTER:	Sally M. Abel		
SIGNATURE:	/sabel/		
DATE SIGNED:	08/05/2014		
Total Attachments: 3			
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source=Document#page3.tif			

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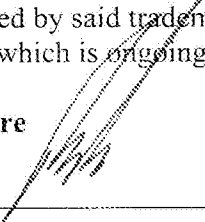
TRADEMARK ASSIGNMENT

WHEREAS, Marc Lore, a citizen of the United States, of 1 Warwick Mountain Road, Mountain Lakes, New Jersey 07046, USA, is the owner of the JET trademarks set forth in Appendix A, including the applications for said marks, and all common law rights in the marks (collectively "the Marks").

WHEREAS, Jet.com, Inc., a Delaware corporation having its principal place of business at 353 Bloomfield Avenue, Montclair, New Jersey 07042, USA, is desirous of acquiring the Marks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Marc Lore does hereby assign unto Jet.com, Inc., all rights, including common law rights, title and interest in the United States of America and all other countries and jurisdictions of the world in and to said trademarks together with the goodwill of the business symbolized by said trademarks and applications or registrations thereof and that portion of the business which is ongoing and existing to which the trademarks pertain.

Marc Lore

By:  _____

Dated: 8/4/2014, 2014

STATE OF NEW JERSEY
DIVISION OF TAXATION

TAXPAYER REGISTRATION
BEVERAGE TAX BOND UNIT
CA-252
TRENTON, NEW JERSEY 08646

NOTARY ACKNOWLEDGMENT

INDIVIDUAL

STATE OF: New Jersey
COUNTY of: Essex

F.I.D. # 2406407
PHONE # (973)599-0965

On this 4 day of August, 2014, before me personally appeared:
Marc Lore to me known and known to be the person described in and who
executed the foregoing instrument and he thereupon duly acknowledged to me that he executed the same.

Evelyn P. Borges
Notary Public

EVELYN P BORGES
Notary Public
State of New Jersey
My Commission Expires Mar 25, 2016

FIRM OR CO-PARTNERSHIP

STATE OF: _____)
COUNTY of: _____)

F.I.D. # _____
PHONE # _____

On this _____ day of _____, 20____ before me personally appeared:
_____ known to me to be a member of the firm of _____
to me known to be the person described in and who executed the
foregoing instrument in the firm name of _____ and he acknowledged
that he executed the same as the act and deed of said firm of _____
for the uses and purposes therein mentioned.

Notary Public

CORPORATE

STATE OF: _____)
COUNTY of: _____)

FIRM # _____
PHONE # _____

On this _____ day of _____, 20____ before me personally appeared:
_____ to me known, who, being by me duly sworn, did depose and say:
he/she resides at _____
(Street & Number) (City, Town or Village)
_____ that he/she is the _____ of the
(County) (State)

corporation described in and which executed the above instrument; that he/she knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation and that he/she signed his/her name thereto by order, and he/she acknowledged the said instrument to be the free act and deed of said corporation.

Notary Public

APPENDIX A

Trademarks

Trademark	Country Name	Filing Date	Application No.
JET	Canada	Jan 24, 2014	1660984
JET	EU	July 15, 2014	013084843
JET	USA	July 15, 2014	86337401
JET	China	July 22, 2014	Not yet available. Filed in classes 9, 35, 39 and 42.
JET	Japan	July 23, 2014	2014061572