

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM317969

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HauteLook, Inc.		09/24/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Nordstrom, Inc.		
Street Address:	1617 Sixth Avenue		
Internal Address:	Suite 500		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98101		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78402652	HAUTE LOOK	
Serial Number:	85241638	HAUTELOOK	
Serial Number:	85241694	HAUTELOOK	
CORRESPONDENCE DATA			
Fax Number:	2066826031		
<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:	206-622-4900		
Email:	ColleenM@SeedIP.com		
Correspondent Name:	Lorraine Linford		
Address Line 1:	701 Fifth Avenue		
Address Line 2:	Suite 5400		
Address Line 4:	Seattle, WASHINGTON 98104		
ATTORNEY DOCKET NUMBER:	690097.80151		
NAME OF SUBMITTER:	Lorraine Linford		
SIGNATURE:	/Lorraine Linford/		
DATE SIGNED:	09/24/2014		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARKS

ASSIGNMENT, made effective as of June 29, 2014.

WHEREAS, HauteLook, Inc., (hereinafter referred to as ASSIGNOR), a corporation organized under the laws of the state of Delaware, having its principal office at 1212 S. Flower Street, Suite 300, Los Angeles, California 90015, is the owner of rights in trademarks in the United States, which rights are acquired through use of the marks and through United States trademark registrations and applications for such trademarks, as set forth in the SCHEDULE OF TRADEMARKS annexed hereto and made part hereof, (the trademarks, common law rights and trademark applications and registrations hereinafter collectively referred to as the TRADEMARKS); and

WHEREAS, Nordstrom, Inc. (hereinafter referred to as ASSIGNEE), a corporation organized under the laws of the state of Washington, having its principal office at 1617 Sixth Avenue, Suite 500, Seattle, Washington 98101, is desirous of acquiring all the right, title and interest of ASSIGNOR in and to the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS; and

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE, effective as of June 29, 2014, its successors and assigns its entire right, title and interest in and to the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS; and

ASSIGNOR does also hereby sell, assign and transfer unto ASSIGNEE, its successors and assigns all claims for damages by reason of past infringement of the TRADEMARKS, and the right to sue for and collect the same; and

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States to record the right to the TRADEMARKS as listed in the annexed SCHEDULE OF TRADEMARKS as the property of ASSIGNEE; and

ASSIGNOR further agrees to execute such further documents as may be required in the United States to record and/or establish ASSIGNEE as the owner of the TRADEMARKS, and all rights herein assigned.

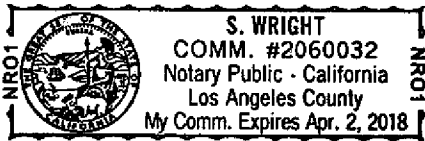
HAUTELook, INC.

By: _____
Name: Terry Byke
Title: President
Signature Date: 9/24/14

State of CA)
County of Los Angeles) ss.

I certify that I know or have satisfactory evidence that Terrance Byke is the person who appeared before me, and said person acknowledged that he/she signed this instrument and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 9/24/14
Signature of Notary Public _____
Printed Name S. Wright
My appointment expires 4.2.18



SCHEDULE OF TRADEMARKS

Mark	Serial No.	Filing Date	Registration No.	Registration Date
HAUTE LOOK	78/402,652	April 15, 2004	2,979,985	July 26, 2005
HAUTELOOK	85/241,638	February 14, 2011		
HAUTELOOK	85/241,694	February 14, 2011	4,022,713	September 6, 2011