

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM324360

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Hayneedle, Inc.		10/31/2014	CORPORATION: NEBRASKA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Atlas E-Commerce, LLC		
<b>Street Address:</b>	790 E. Colorado Blvd.		
<b>Internal Address:</b>	Suite 797		
<b>City:</b>	Pasadena		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91101		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3847515	ZHUMELL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6266961559		
<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>			
<b>Phone:</b>	626-696-2450		
<b>Email:</b>	mgrace@gracelaw.com		
<b>Correspondent Name:</b>	Michael K. Grace		
<b>Address Line 1:</b>	790 E. Colorado Blvd.		
<b>Address Line 2:</b>	Suite 797		
<b>Address Line 4:</b>	Pasadena, CALIFORNIA 91101		
<b>NAME OF SUBMITTER:</b>	Ruhi Kumar		
<b>SIGNATURE:</b>	/ruhikumar/		
<b>DATE SIGNED:</b>	11/25/2014		
<b>Total Attachments: 1</b>			
source=Celestron - ZHUMELL Assignment #page1.tif			

OP \$40.00 3847515

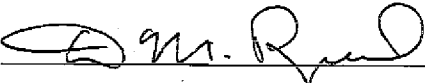
## TRADEMARK ASSIGNMENT

In consideration for the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Hayneedle, Inc., a corporation legally organized under the laws of Nebraska, having an address of 12720 I Street, Omaha, Nebraska 68137 ("Assignor"), hereby sells, conveys, transfers and assigns to Atlas E-Commerce, LLC, a limited liability company legally organized under the laws of Delaware ("Assignee"), all right, title and interest in and to the trademark ZHUMELL, including all right, title and interest in and to United States Trademark Registration No. 3,847,515, issued by the United States Patent and Trademark Office on September 14, 2010, and all goodwill associated with the trademark.

Assignor hereby agrees to execute any further agreements, instruments, or take any actions that may be required in order to effect the assignment set forth in this Trademark Assignment.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of this 31<sup>st</sup> day of October, 2014.

Hayneedle, Inc.

By: 

Name: Donn M. Raymond

Title: CFO