

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM344780

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shoefitr LLC	FORMERLY Shoefitr, Inc.	03/27/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Amazon Technologies, Inc.		
Street Address:	410 Terry Ave North		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98109		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3988702	SHOEFITR	
CORRESPONDENCE DATA			
Fax Number:	2062667010		
<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>			
Email:	docket@amazon.com		
Correspondent Name:	Trademarks		
Address Line 1:	410 Terry Ave North		
Address Line 4:	Seattle, WASHINGTON 98109		
ATTORNEY DOCKET NUMBER:	TMKM5798		
NAME OF SUBMITTER:	Aimee Mahan		
SIGNATURE:	/aimee mahan/		
DATE SIGNED:	06/16/2015		
Total Attachments: 4			
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CH \$40.00 3988702

BILL OF SALE

This BILL OF SALE AGREEMENT (this "*Agreement*"), effective as of March 27, 2015 (the "*Effective Date*"), is by and between Shoefitr LLC, a Delaware limited liability company ("*Seller*"), and Amazon Technologies, Inc., a Nevada corporation ("*Buyer*").

1. Pursuant to, and subject to the effectiveness of each of the following, in consecutive order starting with item a and ending with item c:
 - a. Distribution Agreement #2, dated as of March 27, 2015, (the "*Distribution Agreement*") by and between Seller and Amazon.com, Inc., a Delaware corporation ("*Parent*");
 - b. Contribution Agreement #1, dated as of March 27, 2015, by and among Parent, Amazon.com Int'l Sales, Inc., a Delaware corporation ("*AISI*"), and Amazon Global Resources, Inc., a Delaware corporation ("*AGRI*"); and
 - c. Contribution Agreement #2, dated as of March 27, 2015, by and among Parent, AISI, AGRI and Buyer,

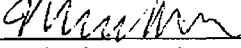
Seller hereby irrevocably and unconditionally conveys, transfers, and assigns to Buyer all of Seller's right, title and interest in and to the Property, the goodwill associated therewith and the right to sue for and recover damages for any past, present or future infringement of the Property, the same to be held and enjoyed by Buyer for its own use and enjoyment, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged.

2. "Property" as used herein is the Distributor Intellectual Property as defined in the Distribution Agreement, which includes, but is not limited to, the items listed on Schedule A attached hereto.
3. Title and risk shall pass to Buyer as of the date of this Agreement.

[*Signature Page Follows*]

IN WITNESS WHEREOF, the parties hereto have caused this Bill of Sale to be executed as of the Effective Date.

Shoefitr LLC

By: 
Name: Michael D. Deal
Title: President

Address:
410 Terry Avenue North
Seattle, WA 98109

Amazon Technologies, Inc.

By: _____
Name: Mark F. Hoffman
Title: Vice President and Secretary

Address:
410 Terry Avenue North
Seattle, WA 98109

SIGNATURE PAGE TO BILL OF SALE

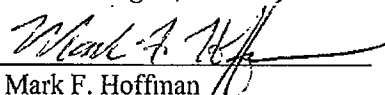
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Amazon Technologies, Inc.

By: 
Name: Mark F. Hoffman
Title: Vice President and Secretary

Address:
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SIGNATURE PAGE TO BILL OF SALE

SHOEFITR INTELLECTUAL PROPERTY

Schedule A

Patents and Patent Applications

Jur.	Formal Title	Application #	Patent #	Filing Date
US	Method and System for Providing Fitting and Sizing Recommendations	12/800,549	8,521,616	May 18, 2010
US	Method and System for Providing Fitting and Sizing Recommendations	13/950,598	N/A	July 25, 2013
US	Internal Measurement Collection System and Method of Using Same	13/492,221	N/A	June 8, 2012
EP	Internal Measurement Collection System and Method of Using Same	12743805.9	N/A	December 9, 2013
US	Method and System for Recommending a Default Size of a Wearable Item Based on Internal Dimensions	13/492,462	N/A	June 8, 2012
US	Method and System for Recommending a Size of a Wearable Item	14/561,765	N/A	December 5, 2014
US	Method and System for Improving Size-Based Product Recommendations Using Aggregated Review Data	14/629,757, based on Provisional Application No. 61/943,606 PCT/US15/17215	N/A	February 24, 2015, claiming priority of provisional filing date of February 24, 2014

Schedule B

Trademarks and Trademark Applications

Trademark	Jurisdiction	Application No.	Filing Date	Registration Date	Registration No.
SHOEFITR and design	US	85115087	August 24, 2010	July 5, 2011	3988702
SHOEFITR word mark	US	N/A	N/A	N/A	N/A

Schedule C

Domain Names

Domains
shoefitr.com
jeanfitr.com
fitslike.com