

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM359158

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	MERGER
<b>EFFECTIVE DATE:</b>	09/30/2015

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
zulily, inc.		09/30/2015	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Ziggy Merger Sub, LLC
<b>Street Address:</b>	2601 Elliott Ave., Suite 200
<b>City:</b>	Seattle
<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98121
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

## PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	4492413	AIMEE & AMELIA
Registration Number:	4400922	AVA LOVES OLLI
Registration Number:	4649773	BLOOM & PETAL
Registration Number:	4491685	BLUEBERRY TWIRL
Registration Number:	4654032	FREEDOM DAISY
Registration Number:	4396984	HIPPO HULA
Registration Number:	4495423	LILY CAKE
Registration Number:	4359018	ORANGE POPPY KIDS
Registration Number:	4389207	OWL & HOOT
Registration Number:	4809472	SOMETHING SPECIAL EVERY DAY
Registration Number:	4740379	SOMETHING SPECIAL EVERY DAY
Registration Number:	4740380	SOMETHING SPECIAL EVERY DAY
Registration Number:	4495552	SWEET FABLE
Registration Number:	4389211	SWEET JEWLEA
Registration Number:	4491787	TIPTOE & WHISPER
Registration Number:	4358063	Z
Registration Number:	4557281	ZULILY
Registration Number:	3868643	ZULILY

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Property Type	Number	Word Mark
Registration Number:	4704515	ZULILY
Registration Number:	4349566	ZULILY
Registration Number:	4357191	ZULILY
Registration Number:	4637333	ZULILY.COM
Serial Number:	86081269	CONNER & KATE
Serial Number:	86076734	PENELOPE POSEY

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Email:** setrademarks@klgates.com

**Correspondent Name:** David Byer

**Address Line 1:** One Lincoln Street

**Address Line 4:** Boston, MASSACHUSETTS 02111

<b>NAME OF SUBMITTER:</b>	David J. Byer
<b>SIGNATURE:</b>	/David J. Byer/
<b>DATE SIGNED:</b>	10/19/2015

**Total Attachments: 3**  
source=Merger#page1.tif  
source=Merger#page2.tif  
source=Merger#page3.tif

# Delaware

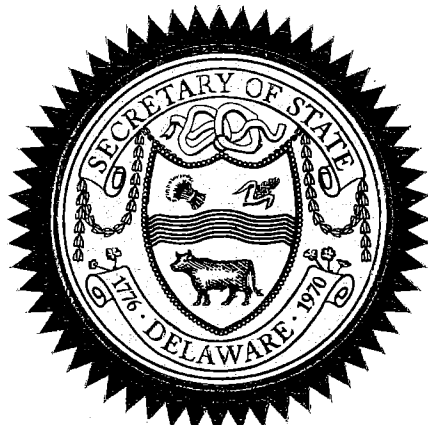
The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"ZULILY, INC.", A DELAWARE CORPORATION,  
WITH AND INTO "ZIGGY MERGER SUB, LLC" UNDER THE NAME OF "ZIGGY MERGER SUB, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE THIRTIETH DAY OF SEPTEMBER, A.D. 2015, AT 4:29 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE FIRST DAY OF OCTOBER, A.D. 2015 AT 8:31 O'CLOCK A.M.



5803688 8100M  
SR# 20150415438

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

A handwritten signature in black ink, appearing to read "JBULLOCK", is written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed in a small font.

Jeffrey W. Bullock, Secretary of State

Authentication: 10196375  
Date: 10-07-15

TRADEMARK  
REEL: 005648 FRAME: 0116

**CERTIFICATE OF OWNERSHIP AND MERGER**

**OF**

**ZULILY, INC.**

**(a Delaware corporation)**

**WITH AND INTO**

**ZIGGY MERGER SUB, LLC**

**(a Delaware limited liability company)**

Pursuant to Section 267 of the General Corporation Law of the State of Delaware and Section 18-209(i) of the Delaware Limited Liability Company Act, the undersigned hereby certifies that:

**FIRST:** The constituent entities to the merger are zulily, inc., a Delaware corporation ("zulily"), and Ziggy Merger Sub, LLC, a Delaware limited liability company ("Merger Sub").

**SECOND:** Merger Sub owns all of the outstanding shares of capital stock of zulily.

**THIRD:** The merger has been authorized in accordance with Merger Sub's limited liability company agreement and Delaware law.

**FOURTH:** This Certificate of Ownership and Merger shall become effective at 08:31 a.m., Eastern time, on October 1, 2015.

[signature page follows]

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 04:21 PM 09/30/2015  
04:29 PM 09/30/2015

**TRADEMARK**

REEL: 005648 FRAME: 0117

IN WITNESS WHEREOF, the undersigned has caused this Certificate of  
Ownership and Merger to be executed this 30th day of September, 2015.

**Ziggy Merger Sub, LLC**, as the surviving entity

By: 

Name: Richard N. Baer

Title: Senior Vice President