

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM367362

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alibaba Group Holding Limited		09/23/2015	CORPORATION: CAYMAN ISLANDS
RECEIVING PARTY DATA			
Name:	11 Main, LLC		
Street Address:	18 West 18th Street, 9th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86076050	11MAIN	
Serial Number:	86141958	11 MAIN	
CORRESPONDENCE DATA			
Fax Number:	6173957070		
<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:	617-395-7019		
Email:	alhtrademarks@lalaw.com		
Correspondent Name:	Ann Lamport Hammitte		
Address Line 1:	One Main Street		
Address Line 2:	LANDO & ANASTASI, LLP		
Address Line 4:	Cambridge, MASSACHUSETTS 02142		
ATTORNEY DOCKET NUMBER:	E2069-2000 AND E2069-2001		
NAME OF SUBMITTER:	Ann Lamport Hammitte		
SIGNATURE:	//alh//		
DATE SIGNED:	12/29/2015		
Total Attachments: 5			
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CONFIRMATORY TRADEMARK ASSIGNMENT

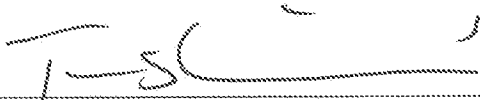
WHEREAS, Alibaba Group Holding Limited, a corporation of the Cayman Islands having a place of business at 4th Floor, One Capital Place, P.O. Box 847, George Town, Grand Cayman, Cayman Islands (hereinafter referred to as "Assignor"), is the owner of record of the marks shown on the attached Schedule A, (hereinafter referred to as "the Marks"); and

WHEREAS, pursuant to an Assignment of Trade Marks and Domain Names dated June 15, 2015, 11 Main, LLC, a limited liability company established and registered under the laws Delaware and having a place of business at 18 West 18th Street, 9th Floor, New York, New York 10011 USA (hereinafter referred to as "Assignee"), acquired the Marks of Assignor, including the entire right, title and interest in and to the Marks, and the goodwill of the business associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency which are acknowledged, Assignor does hereby acknowledge and confirm the Assignment on June 15, 2015 unto Assignee of the entire right, title and interest in and to the Marks, the Applications and Registrations thereof, the goodwill of the business associated with the Marks, and the right to recover for past infringement.

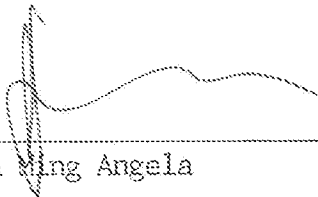
.....
ALIBABA GROUP HOLDING LIMITED

Date: 23 September 2015


Name: Timothy Alexander Steinert
Title: General Counsel and Secretary

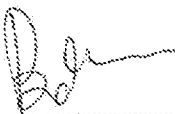
Witness 1:

Date: 23 September 2015


Name: Li Ka Ming Angela

Witness 2:

Date: 23 September 2015


Name: Tsang Tak Kwan

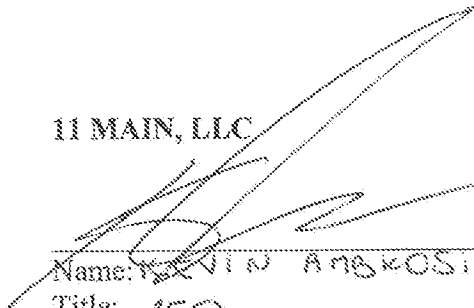
TRADEMARK
REEL: 005698 FRAME: 0539

Name:

Accepted and acknowledged:

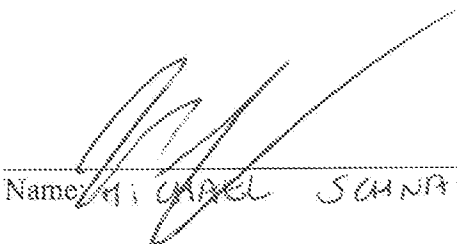
11 MAIN, LLC

Date: 10/8/15


Name: KEVIN AMBROSINI
Title: FO

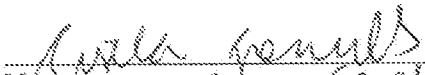
Witness 1:

Date: 10/08/15





Name: MICHAEL SCHNAPP






Witness 2:



Date: 10/08/15


Name: GISELA CONYALES

Schedule A

No.	Territory	Mark	Class	Application No.	Filing Date	Registration No.
1	Australia	11 Main & Logo 	9, 16, 35, 36, 38, 41, 42, 45	1597285	2013.12.18	
2	Canada	11 Main & Logo 	9, 16, 35, 36, 38, 41, 42, 45	1658302	2013.12.13	
3	China	11main	9	13264288	2013.9.18	
4		11main	16	13264350	2013.9.18	13264350
5		11main	35	13264396	2013.9.18	
6		11main	36	13264434	2013.9.18	13264434
7		11main	38	13264469	2013.9.18	13264469
8		11main	41	13264532	2013.9.18	
9		11main	42	13264576	2013.9.18	
10		11main	45	13264613	2013.9.18	13264613
11		11 	9	13744209	2013.12.18	
12		11MAIN & Logo	16	13744208	2013.12.18	
13		11MAIN & Logo	35	13744207	2013.12.18	
14	11MAIN & Logo	36	13744206	2013.12.18	13744206	
15	11MAIN & Logo	38	13744205	2013.12.18	13744205	

No.	Territory	Mark	Class	Application No.	Filing Date	Registration No.
16		11MAIN & Logo	41	13744204	2013.12.18	
17		11MAIN & Logo	42	13744203	2013.12.18	
18		11MAIN & Logo	45	13744202	2013.12.18	13744202
19	European Union (CTM)	11 Main & Logo 	9, 16, 35, 36, 38, 41, 42, 45	12456695	2013.12.13	
20	Hong Kong	11main	9, 16, 35, 36, 38, 41, 42, 45	302742408	2013.09.19	302742408
21	Hong Kong	11 Main & Logo 	9, 16, 35, 36, 38, 41, 42, 45	302835757	2013.12.12	302835757
22	Japan	11 Main & Logo 	9, 16, 35, 36, 38, 41, 42, 45	2013-098029	2013.12.13	5711847
23	New Zealand	11 Main & Logo 	9, 16, 35, 36, 38, 41, 42, 45	989960	2013.12.13	989960
24	Singapore	11 Main & Logo 	9, 16, 35, 36, 38, 41, 42, 45	T13/20282E	2013.12.16	

No.	Territory	Mark	Class	Application No.	Filing Date	Registration No.
25	Taiwan	11 Main & Logo 	9, 16, 35, 36, 38, 41, 42, 45	102070389	2013.12.13	1661691
26	United States	11MAIN	9, 16, 35, 36, 38, 41, 42, 45	86/076050	2013.09.23	
27	United States	11 Main & Logo 	9, 16, 35, 36, 38, 41, 42, 45	86/141958	2013.12.12	