

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM419137

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alexa Internet		03/08/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Amazon Technologies, Inc.		
Street Address:	410 Terry Avenue North		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98109		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2181470	ALEXA	
Registration Number:	2189928	ALEXA	
CORRESPONDENCE DATA			
Fax Number:	2146515248		
<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:	2146515917		
Email:	ipdocketing@haynesboone.com		
Correspondent Name:	Purvi Patel Albers		
Address Line 1:	2323 Victory Avenue, Suite 700		
Address Line 4:	Dallas, TEXAS 75219		
ATTORNEY DOCKET NUMBER:	43603.ALEXA ASSIGNMENT		
NAME OF SUBMITTER:	Purvi Patel Albers		
SIGNATURE:	/Purvi Patel Albers/		
DATE SIGNED:	03/10/2017		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") dated this 5th day of March, 2017 ("Effective Date"), is by and between Alexa Internet, a California corporation having its principal offices at Presidio of San Francisco, Building 37, San Francisco, California 94129 ("Assignor") to Amazon Technologies, Inc., a Nevada corporation, having its principal offices at 410 Terry Avenue N., Seattle, Washington 98109 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in the following trademark registrations (collectively, the "Marks"):

Trademark	Trademark Information
ALEXA	U.S. Serial No.: 75/242,413 Reg. No.: 2,181,470 Filed: February 18, 1997 Registered: August 11, 1998
ALEXA	U.S. Serial No.: 75/242,421 Reg. No.: 2,189,928 Filed: February 18, 1997 Registered: September 15, 1998

WHEREAS, Assignee desires to obtain, and Assignor agrees to assign, all right, title and interest in and to the Marks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

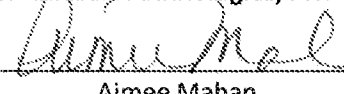
- Assignment.** Assignor hereby assigns, transfers and conveys to Assignee, and Assignee hereby receives and accepts from Assignor, all right, title, and interest throughout the United States in and to the Marks, together with all of the goodwill associated with the same, and all rights, claims and privileges pertaining to the Marks, including without limitation: common law rights to the underlying marks; all priority rights under all available international agreements, treaties and conventions for the protection of trademark; and the right to sue for and recover damages, profits and all other remedies for any past, present, and future infringement of any of the foregoing; and to stand in the place of Assignor in all matters related thereto.
- Actions.** The parties shall take such further actions and execute and deliver such other documents, assignments and instruments as may be necessary to consummate or implement this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date set forth above

Assignor: Alexa Internet

By: 
Name: Kristin Becker
Title: Assistant Secretary

Assignee: Amazon Technologies, Inc.

By: 
Name: Aimee Mahan
Title: Assistant Secretary