

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM463483

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Novel Brands Ltd.		02/26/2018	Company: UNITED KINGDOM
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: 1			
Property Type	Number	Word Mark	
Registration Number:	4020038	LOOK	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2146515106		
Email:	ipdocketing@haynesboone.com		
Correspondent Name:	J. Robert LeBlanc		
Address Line 1:	2323 Victory Ave, Suite 700		
Address Line 4:	DALLAS, TEXAS 75219		
NAME OF SUBMITTER:	J. Robert LeBlanc		
SIGNATURE:	/J. Robert LeBlanc/		
DATE SIGNED:	02/27/2018		
Total Attachments: 2			
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source=Trademark Assignment- Novel Brands to ATI#page2.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made this 26th day of February 2018 (the "Effective Date"), between Novel Brands Ltd. ("Assignor"), a company registered in England and Wales, with a business address of Concorde House, 18 Margaret Street, Brighton, England, BN2 1TS and Amazon Technologies, Inc. ("Assignee"), a Nevada Corporation with a business address of 410 Terry Avenue North, Seattle, Washington 98109 (collectively, "the Parties").

WHEREAS, Assignor is the owner of United States Trademark Registration No. 4,020,038 for LOOK which covers "Software and software applications to enable transmission, access, organization, and management of text messaging, instant messaging, online blog journals, text, weblinks, and images via the Internet and other communications networks; computer software to enable uploading, posting, showing, displaying, sharing or otherwise providing electronic media or information over the Internet or other communications network; computer software for creating, designing, manipulating, editing, organizing, publishing, searching, uploading, downloading, importing, and distributing multimedia content, videos, movies, films, photos, audio content, animation, pictures, images, text, information, and other user-generated multimedia content; computer software that enables users to share, interact and collaborate with third parties via a global computer regarding the creation, design, manipulation, editing, organization, publishing, searching, uploading, downloading, importing, and distribution of multimedia content, videos, movies, films, photos, audio content, animation, pictures, images, text, information, and other user-generated multimedia content; computer software that enables users to post and share comments, blogs and information relating to multimedia content, videos, movies, films, photos, audio content, animation, pictures, images, text, information, and other user-generated multimedia content, with third parties via a global computer network; all of the foregoing excluding cameras, digital photography cameras, water resistant photography cameras, film photography cameras, video and sound photography cameras, disposable photography cameras, camera cases, tripods, binoculars, telescopes, batteries, battery chargers, camera lenses, camera prisms, camera lens filters, camera flashes, photography lights for use with cameras, camera belts, camera straps," in Class 9 (the "Mark");

WHEREAS, Assignee is desirous of acquiring the Mark and Assignor is willing to assign the Mark to Assignee pursuant to the terms of this Assignment.

NOW, THEREFORE, in consideration of the mutual covenants of the Parties and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignment. Assignor hereby assigns, transfers and conveys to Assignee all of Assignor's right, title and interest in and to the Mark, in the United States and worldwide, including the right to sue for past, present and future infringements, together with the goodwill associated with the Mark and all rights of priority and protection of interests therein.
2. Further Assurances. Assignor shall execute and deliver to Assignee such other documents and assignments as may be necessary to consummate or implement this Assignment. Assignee shall be responsible for recording this Assignment with the United States Patent and Trademark Office.
3. Binding Effect. This Assignment shall be binding upon and shall inure to the benefit of the Parties, and their respective successors and assigns.
4. Confidentiality. Each party and their respective officers, directors, employees, agents, representatives and attorneys agree to keep the terms of this Agreement confidential. The Parties agree

that that they will not disclose the terms of this Agreement to any third party without the other party's prior express written consent, except as required by applicable law, rule, or regulation, or to comply with the terms of this Agreement itself or the rules of a national securities exchange. Notwithstanding the foregoing, a party may disclose the terms of this Agreement to its parents, subsidiaries, affiliates, attorneys, directors, auditors, accountants, and tax advisors with a need to know, provided they likewise agree to maintain the confidentiality of the information. In the event a party receives a subpoena or order of a court of competent jurisdiction that requires the production of this Agreement or the disclosure of its terms, the receiving party agrees to give the other party prompt notice at least five (5) business days in advance of production or disclosure so that the non-receiving party may seek an appropriate protective order.

AMAZON TECHNOLOGIES, INC.
(Assignee)

By: Amee Mohan

Name: Amee Mohan

Title: Assistant Secretary

NOVEL BRANDS LTD.
(Assignor)

By: Alan Wilson

Name: ALAN WILSON

Title: DIRECTOR