

900457519 07/09/2018

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM481066

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|---|---|-----------------------|--------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | Trademark Assignment | |
| SEQUENCE: | | 2 | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Gilt City <i>U.C.</i> | | 07/09/2016 | Company: IRELAND |
| RECEIVING PARTY DATA | | | |
| Name: | Gilt Groupe, LP. <i>an unlimited private company of Ireland</i> | | |
| Street Address: | 20 Channel Center, 3rd Floor | | |
| City: | Boston | | |
| State/Country: | MASSACHUSETTS | | |
| Postal Code: | 02210 | | |
| Entity Type: | Limited Partnership: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4062902 | BUYWITHTHREE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2027393001 | | |
| <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: | 202-739-5723 | | |
| Email: | carolyn.himmelfarb@morganlewis.com | | |
| Correspondent Name: | Carolyn Himmelfarb | | |
| Address Line 1: | 1111 Pennsylvania Avenue, N.W., Attentio | | |
| Address Line 4: | Washington, D.C. 20004 | | |
| NAME OF SUBMITTER: | Carolyn Himmelfarb | | |
| SIGNATURE: | /Carolyn Himmelfarb/ | | |
| DATE SIGNED: | 07/09/2018 | | |
| Total Attachments: 3 | | | |
| source=Trademark Assignment - Gilt City UC to Gilt Groupe, LP#page1.tif | | | |
| source=Trademark Assignment - Gilt City UC to Gilt Groupe, LP#page2.tif | | | |
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CH \$40.00 4062902

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Gilt City U.C., an unlimited private company formed under the laws of Ireland, having a principal business address of Hamilton House, National Technology Park, Plassey. Co. Limerick (hereinafter "Assignor"), in favor of Gilt Groupe, LP, a Delaware limited partnership, having a principal business address of 20 Channel Center, 3rd Floor, Boston, MA 02210 (hereinafter "Assignee").

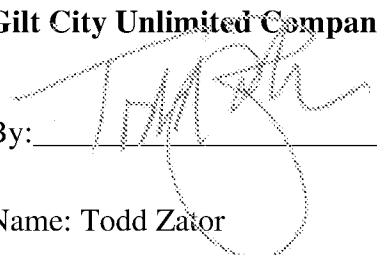
WHEREAS, the Assignor was the owner of the mark and registrations identified on the attached Trademark Schedule (the "Mark"), the goodwill of the business associated with the Mark, and the business to which the Mark pertains, and desires to confirm having assigned all of its right, title, and interest in and to the Mark along with the associated goodwill and the portion of the business to which the Mark pertains to the Assignee.

WHEREAS, Assignor did, on July 9, 2018, by separate instrument, assign certain of its assets and business to Assignee, including all of its right, title and interest in and to the Mark, its associated goodwill, and the portion of the business to which the Mark pertains.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of July 9, 2018, its entire right, title and interest in and to the Mark, its associated goodwill, and the portion of the business to which the Mark pertains, including the right to sue for and receive all damages from past infringements of the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 9th day of July 2018.

Gilt City Unlimited Company

By:  _____

Name: Todd Zator

Title: Director

US Trademark Schedule

| Trademark | Country | Registration Number |
|--------------|--------------------------|---------------------|
| BUYWITHTHREE | United States of America | 4062902 |