

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM587726

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SHOEBUY.COM INC.		06/22/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Walmart Apollo, LLC		
Street Address:	702 SW 8th Street, MS 0215		
City:	Bentonville		
State/Country:	ARKANSAS		
Postal Code:	72716		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86912449	ELEVTD	
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>		
Email:	shanti.peruman@walmartlegal.com, ustm@walmartlegal.com, dsdocketuswmt@dinsmore.com		
Correspondent Name:	Walmart Apollo, LLC		
Address Line 1:	702 SW 8th Street, MS 0215		
Address Line 4:	Bentonville, ARKANSAS 72716		
NAME OF SUBMITTER:	Holly M. Lar, Attorney of Record, AR Bar		
SIGNATURE:	/Holly M. Lar/		
DATE SIGNED:	07/21/2020		
Total Attachments: 3			
source=Executed Assignment - Shoebuy to Walmart Apollo - 6.22.2020#page1.tif			
source=Executed Assignment - Shoebuy to Walmart Apollo - 6.22.2020#page2.tif			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment"), is effective as of the 22nd day of June, 2020 by and between **SHOEBUY.COM, INC.**, a Delaware corporation having a principal place of business at 101 Arch Street, 16th Floor, Boston, Massachusetts 02110 U.S.A. (the "Assignor") and **WALMART APOLLO, LLC**, a Delaware limited liability company having a principal place of business at 702 S.W. 8th Street, Bentonville, Arkansas 72716-0215 U.S.A. (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to all of the trademarks listed on the attached Schedule A and incorporated herein by reference into this Assignment (collectively, the "Trademarks"); and

WHEREAS, Assignor desires to assign all right, title and interest in and to the Trademarks to Assignee, and Assignee desires to acquire all of Assignor's right, title and interest in, to and under the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor does hereby sell, assign, transfer and set over to Assignee, its successors, and assigns, all of Assignor's right, title and interest in and to the Trademarks together with the goodwill of the business associated with said Trademarks and registrations thereof, including any rights under common law, and the right to all remedies including damages, an accounting of profits or other proceeds and causes of action relating to past, present or future infringement or dilution of said Trademarks.
2. Assignor agrees to execute and deliver such documents, and to take such actions, as may be reasonably requested by Assignee, its successors or assigns, to give effect to this Assignment and to vest, perfect, confirm, record or otherwise reflect or give effect to Assignee's rights as set forth herein.
3. Assignor hereby requests that the head of each country's Trademark Office record Assignee as assignee of the Trademarks, for the sole use and enjoyment of Assignee, its successors, legal representatives and assigns.
4. This Assignment may be executed in counterparts or duplicate originals, all of which shall be regarded as one and the same instrument. Facsimile, electronic and digital copies of the Assignment, including properly executed PDF versions of the Assignment, shall be regarded as an original instrument by the parties.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, each party has caused this Assignment to be executed on its behalf by a duly authorized representative.

Assignor:

SHOEBUY.COM, INC.

By: Hannah Kang _____

Name: Hannah Kang _____

Title: Assistant Secretary _____

Date: 6/22/2020 | 10:56 CDT _____

Assignee:

WALMART APOLLO, LLC

By: Matthew Allen _____

Name: Matthew Allen _____

Title: Director _____

Date: 6/22/2020 | 06:32 CDT _____

SCHEDULE A

COUNTRY	MARK	SERIAL NO.
United States	ELEVTD	86912449