

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM652590

|                                   |                       |                       |                       |
|-----------------------------------|-----------------------|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT        |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>      | CHANGE OF NAME        |                       |                       |
| <b>CONVEYING PARTY DATA</b>       |                       |                       |                       |
| <b>Name</b>                       | <b>Formerly</b>       | <b>Execution Date</b> | <b>Entity Type</b>    |
| RueLaLa, Inc.                     |                       | 06/04/2021            | Corporation: DELAWARE |
| <b>RECEIVING PARTY DATA</b>       |                       |                       |                       |
| <b>Name:</b>                      | Rue Gilt Groupe, Inc. |                       |                       |
| <b>Street Address:</b>            | 20 Channel Center     |                       |                       |
| <b>Internal Address:</b>          | 3rd Floor             |                       |                       |
| <b>City:</b>                      | Boston                |                       |                       |
| <b>State/Country:</b>             | MASSACHUSETTS         |                       |                       |
| <b>Postal Code:</b>               | 02210                 |                       |                       |
| <b>Entity Type:</b>               | Corporation: DELAWARE |                       |                       |
| <b>PROPERTY NUMBERS Total: 16</b> |                       |                       |                       |
| <b>Property Type</b>              | <b>Number</b>         | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>       | 3484376               | RUE LA LA             |                       |
| <b>Registration Number:</b>       | 3484375               | RUE LA LA             |                       |
| <b>Registration Number:</b>       | 4175980               | RUE LA LA             |                       |
| <b>Registration Number:</b>       | 3929584               | QUICK! BUY IT         |                       |
| <b>Registration Number:</b>       | 4236986               | THE RUE 30            |                       |
| <b>Registration Number:</b>       | 4867331               | -VILLA - 408          |                       |
| <b>Registration Number:</b>       | 4867330               | WHIT AND ALEX         |                       |
| <b>Registration Number:</b>       | 4363617               | THE RUE 365           |                       |
| <b>Registration Number:</b>       | 4376385               | CYBERTHON             |                       |
| <b>Registration Number:</b>       | 4380253               | LITTLE RUE            |                       |
| <b>Registration Number:</b>       | 4380316               | TODAY'S FIX           |                       |
| <b>Registration Number:</b>       | 4476271               | WHIT AND ALEX         |                       |
| <b>Serial Number:</b>             | 87567360              | VOILÀ!                |                       |
| <b>Registration Number:</b>       | 5381093               | RUE NOW               |                       |
| <b>Registration Number:</b>       | 5612775               | BELEZA                |                       |
| <b>Registration Number:</b>       | 5282146               | RUE NOW               |                       |
| <b>CORRESPONDENCE DATA</b>        |                       |                       |                       |

OP \$415.00 3484376

**Fax Number:** 5132416234

***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.***

**Phone:** 5132412324

**Email:** jkappelman@whe-law.com

**Correspondent Name:** Julie F. Kappelman, Wood Herron & Evans

**Address Line 1:** 441 Vine Street

**Address Line 2:** 2700 Carew Tower

**Address Line 4:** Cincinnati, OHIO 45202

|                           |                    |
|---------------------------|--------------------|
| <b>NAME OF SUBMITTER:</b> | Julie F. Kappelman |
|---------------------------|--------------------|

|                   |                      |
|-------------------|----------------------|
| <b>SIGNATURE:</b> | /Julie F. Kappelman/ |
|-------------------|----------------------|

|                     |            |
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| <b>DATE SIGNED:</b> | 06/08/2021 |
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| <b>Total Attachments: 0</b> |
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