Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Oxford Ltd.		08/18/2004	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	Amazon.com, Inc.	
Street Address:	1200 12th Ave South, Suite 1200	
Internal Address:	Legal Department	
City:	Seattle	
State/Country:	WASHINGTON	
Postal Code:	98144	
Entity Type:	CORPORATION: DELAWARE	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number: 78365348		STRATHWOOD

CORRESPONDENCE DATA

Fax Number: (206)266-7010

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 206-266-4064

Email: trademarks@amazon.com

Correspondent Name: Amazon.com, Inc.

Address Line 1: 1200 12th Ave South, Suite 1200

Address Line 2: Legal Department

Address Line 4: Seattle, WASHINGTON 98144

ATTORNEY DOCKET NUMBER: TMK06241 2004 IP

NAME OF SUBMITTER: R. Price

Total Attachments: 1

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TRADEMARK
REEL: 002918 FRAME: 0561

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ASSIGNMENT OF TRADEMARK AND PENDING APPLICATION

WHEREAS, Oxford, Ltd., a Kentucky corporation, having a business address at 1729 Research Drive, Building A, Louisville, Kentucky 40299 (hereinafter the "Assignor"), is the owner of an application to register the mark STRATHWOOD based on intent to use, U.S. Application No. 78/365,348, filed February 10, 2004 (the "Application"); and

WHEREAS, Amazon.com, Inc., a Delaware corporation having a business address at 1200 12th Ave South, Suite 1200, Seattle, Washington 98144 (hereinafter the "Assignee"), is desirous of acquiring the Application and Assignor's asserted rights in and to said mark;

WHEREAS, Assignee is a successor to the business of Assignor and/or a successor to the ongoing and existing portion of the business to which said mark pertains, thus making assignment of the related Application permissible under Section 10 of the Lanham Act;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor agrees to assign and does hereby assign and transfer to Assignee all right, title and interest in and to the trademark STRATHWOOD, and the Application thereto, along with the goodwill of the business symbolized thereby. Assignor also agrees to refrain from use of the mark in the future for any and all products unless said use is pursuant to the direction, control and permission of Assignee.

OXFORD, LTD.

By: John R. Meele Title: Co-owner

STATE OF Kentucky

COUNTY OF

RECORDED: 08/18/2004

Sworn to and subscribed before me this <u>ISI</u> day of August, 2004, by <u>Corporation</u>, an authorized offer of OXFORD, LTD., a Kentucky corporation, to be his free act and deed on behalf of said corporation.

Notary Public

My commission expires March 2/2005

TRADEMARK

REEL: 002918 FRAME: 0562