

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM443874

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Bill of Sale		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Men's Style Lab, Inc.		08/18/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Stitch Fix, Inc.		
Street Address:	One Montgomery Street, Suite 1500		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4785127	MEN'S STYLE LAB	
CORRESPONDENCE DATA			
Fax Number:	5123225201		
<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:	(512) 322-5200		
Email:	tmcentral@pirkeybarber.com		
Correspondent Name:	Steven M. Espenshade		
Address Line 1:	600 Congress Avenue, Suite 2120		
Address Line 4:	Austin, TEXAS 78701		
NAME OF SUBMITTER:	Kimberlie C. Nelson		
SIGNATURE:	/kcn/		
DATE SIGNED:	09/20/2017		
Total Attachments: 2			
source=Billof Sale, Stitch Fix - Men's Style Lab, Executed 8.28.17#page1.tif			
source=Billof Sale, Stitch Fix - Men's Style Lab, Executed 8.28.17#page2.tif			

OP \$40.00 4785127

Exhibit B

Bill of Sale

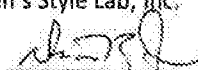
This Bill of Sale is made and delivered August 18, 2017, by Men's Style Lab, Inc. ("Seller") and Stitch Fix, Inc. ("Buyer") pursuant to the Asset Purchase Agreement (the "Purchase Agreement"), dated as of the August 18, 2017 among Seller and Buyer. All capitalized terms used and not defined herein shall have the same meaning as set forth in the Purchase Agreement.

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, in accordance with the terms and subject to the conditions set forth in the Purchase Agreement, Seller hereby sells, conveys, assigns, transfers and delivers to Buyer, its successors and assigns forever, all of Seller's right, title and interest in and to all of the Purchased Assets, including without limitation those set forth on Schedule 1, attached hereto, free and clear of all liens, claims and encumbrances.

In case at any time after the date hereof any further action is necessary or desirable to carry out the intent of this Bill of Sale, Seller will take such further action (including the execution and delivery of such further instruments, documents and assignments) as Buyer may reasonably request. This Bill of Sale shall be governed by the laws of the State of Delaware, without regard to conflicts of law rules or provisions thereof.

IN WITNESS WHEREOF, the Seller has duly executed this Bill of Sale as of the date first written above.

Men's Style Lab, Inc.

By: 

Printed Name: DERIAN RAUGH

Title: CEO

Schedule 1 - Purchased Assets

1. the following domain names used in or relating to the Business: mensstylelab.com, menstylelab.com, and stitchfixmen.com (collectively, the "**Identified Sites**"), and any sub-domain names and variations thereof owned or used by Seller (collectively, the "**Purchased Domain Names**"), all domain name rights in, arising out of, or associated with the Purchased Domain Names, including all registrations and all rights to listings or keyword associations in any Internet search engine or directories associated with the Purchased Domain Names, and all intellectual property rights in, arising out of, or associated with the Purchased Domain Names, including US trademark Registration number 4785127, and any related non-US trademark registrations.

5. all goodwill associated with the Purchased Assets;

6. all rights to recover past, present and future damages for the breach, infringement or misappropriation, as the case may be, of any of the Purchased Assets (including intellectual property

rights transferred as part of the Purchased Assets), as well as the right to grant releases for past infringement and misappropriation.

The Purchased Assets do not include any obligations or liabilities.

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TRADEMARK

RECORDED: 09/20/2017

REEL: 006157 FRAME: 0821