

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM313069

|   |  |                       |                           |
|---|--|-----------------------|---------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                           |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                           |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                           |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>        |
| Marc Lore   |  | 08/04/2014            | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                           |
| <b>Name:</b>  | Jet.com, Inc.                                      |                       |                           |
| <b>Street Address:</b>  | 353 Bloomfield Avenue                              |                       |                           |
| <b>City:</b>  | Montclair  |                       |                           |
| <b>State/Country:</b>   | NEW JERSEY   |                       |                           |
| <b>Postal Code:</b>   | 07042  |                       |                           |
| <b>Entity Type:</b>   | CORPORATION: DELAWARE                              |                       |                           |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                           |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                           |
| <b>Serial Number:</b>   | 86337401   | JET                   |                           |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                           |
| <b>Fax Number:</b>  | 6509385200   |                       |                           |
| <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> |  |                       |                           |
| <b>Phone:</b>   | 650-988-8500                                       |                       |                           |
| <b>Email:</b>   | trademarks@fenwick.com                             |                       |                           |
| <b>Correspondent Name:</b>  | Sally M. Abel                                      |                       |                           |
| <b>Address Line 1:</b>  | 801 California Street                              |                       |                           |
| <b>Address Line 4:</b>  | Mountain View, CALIFORNIA 94041                    |                       |                           |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 30942-00070-3847                                   |                       |                           |
| <b>NAME OF SUBMITTER:</b>   | Sally M. Abel                                      |                       |                           |
| <b>SIGNATURE:</b>   | /sabel/  |                       |                           |
| <b>DATE SIGNED:</b>   | 08/05/2014   |                       |                           |
| <b>Total Attachments: 3</b>   |  |                       |                           |
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| source=Document#page3.tif   |  |                       |                           |

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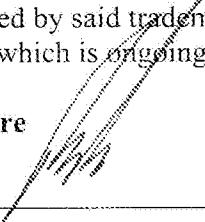
**TRADEMARK ASSIGNMENT**

WHEREAS, Marc Lore, a citizen of the United States, of 1 Warwick Mountain Road, Mountain Lakes, New Jersey 07046, USA, is the owner of the JET trademarks set forth in Appendix A, including the applications for said marks, and all common law rights in the marks (collectively "the Marks").

WHEREAS, Jet.com, Inc., a Delaware corporation having its principal place of business at 353 Bloomfield Avenue, Montclair, New Jersey 07042, USA, is desirous of acquiring the Marks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Marc Lore does hereby assign unto Jet.com, Inc., all rights, including common law rights, title and interest in the United States of America and all other countries and jurisdictions of the world in and to said trademarks together with the goodwill of the business symbolized by said trademarks and applications or registrations thereof and that portion of the business which is ongoing and existing to which the trademarks pertain.

**Marc Lore**

By:  \_\_\_\_\_

Dated: 8/4/2014, 2014

STATE OF NEW JERSEY  
DIVISION OF TAXATION

TAXPAYER REGISTRATION  
BEVERAGE TAX BOND UNIT  
CA-252  
TRENTON, NEW JERSEY 08646

**NOTARY ACKNOWLEDGMENT**

INDIVIDUAL

STATE OF: New Jersey  
COUNTY of: Essex

F.I.D. # 2406407  
PHONE # (973)599-0965

On this 4 day of August, 2014, before me personally appeared:  
Marc Lore to me known and known to be the person described in and who  
executed the foregoing instrument and he thereupon duly acknowledged to me that he executed the same.

Evelyn P. Borges  
Notary Public

EVELYN P BORGES  
Notary Public  
State of New Jersey  
My Commission Expires Mar 25, 2016

FIRM OR CO-PARTNERSHIP

STATE OF: \_\_\_\_\_ )  
COUNTY of: \_\_\_\_\_ )

F.I.D. # \_\_\_\_\_  
PHONE # \_\_\_\_\_

On this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ before me personally appeared:  
\_\_\_\_\_ known to me to be a member of the firm of \_\_\_\_\_  
to me known to be the person described in and who executed the  
foregoing instrument in the firm name of \_\_\_\_\_ and he acknowledged  
that he executed the same as the act and deed of said firm of \_\_\_\_\_  
for the uses and purposes therein mentioned.

\_\_\_\_\_  
Notary Public

CORPORATE

STATE OF: \_\_\_\_\_ )  
COUNTY of: \_\_\_\_\_ )

FIRM # \_\_\_\_\_  
PHONE # \_\_\_\_\_

On this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ before me personally appeared:  
\_\_\_\_\_ to me known, who, being by me duly sworn, did depose and say:  
he/she resides at \_\_\_\_\_  
(Street & Number) (City, Town or Village)  
\_\_\_\_\_ that he/she is the \_\_\_\_\_ of the  
(County) (State)

\_\_\_\_\_  
Notary Public

corporation described in and which executed the above instrument; that he/she knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation and that he/she signed his/her name thereto by order, and he/she acknowledged the said instrument to be the free act and deed of said corporation.

## APPENDIX A

### Trademarks

| Trademark | Country Name | Filing Date   | Application No.                                       |
|-----------|--------------|---------------|---|
| JET       | Canada       | Jan 24, 2014  | 1660984   |
| JET       | EU           | July 15, 2014 | 013084843   |
| JET       | USA          | July 15, 2014 | 86337401  |
| JET       | China        | July 22, 2014 | Not yet available. Filed in classes 9, 35, 39 and 42. |
| JET       | Japan        | July 23, 2014 | 2014061572  |