

IP Acquisition Opportunity

Bidz.com, Inc.

Auction Date:
November 12th, 2014

2nd Round Bid Deadline:
November 6th, 2014



INVESTMENT OPPORTUNITY

Hilco Streambank has been retained as the exclusive agent to sell the intellectual property assets of Bidz.com, Inc ("The Company"). The assets include the **Bidz.com trademark** and the **Bidz.com & Buyz.com premium domain names**, the rights to **Bids.com** (subject to competing claims) as well as numerous additional trademarks, domains, customer data and other IP assets. The assets are being sold through a General Assignment for the benefit of creditors pursuant to California state law.

BACKGROUND

Bidz.com was a pioneer in the online jewelry retail space, which, since 1998, sold its products directly to consumers using an competitive pricing model and at fixed prices on a separate website which it operated as **Buyz.com**. Prior to its decline, **Bidz.com** was operating at the \$100MM annualized revenue rate as recently as 2010. During those times the **Bidz.com** site brought an average of 500,000 visits each month, driving sales of close to 15,000 pieces of jewelry per day. In 2012 & 2013 **Bidz.com** generated \$40MM & \$28MM of revenue respectively. Due to declining sales and liquidity constraints, in June of 2014 The Company ceased operating its websites and entered into a General Assignment for the benefit of creditors.

IP PORTFOLIO

Domain Names

69 Domain Names Including Premium Domain Names:

- **Bidz.com**
- **Buyz.com**
- **eBidz.com**
- **JWL.com**
- The company's rights to **Bids.com** (subject to competing claims) and others...

TAYLOR AVEDON *Krementsz*



Customer Data File

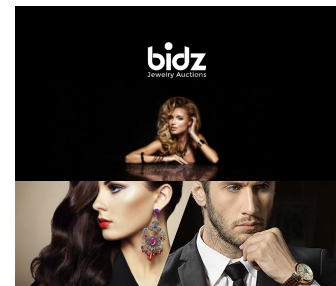
A customer data file that contains more than **6MM customer records** including **names, shipping addresses, email addresses and purchase history**. Please contact us for more information.

Trademarks

12 Registered United States Trademarks.

- **Bidz**
- **Bidz.com**
- **Whitehall**
- **Krementsz**
- **Taylor Avedon**
- **Lundstrom**

buyz
**WHITEHALL
JEWELERS**



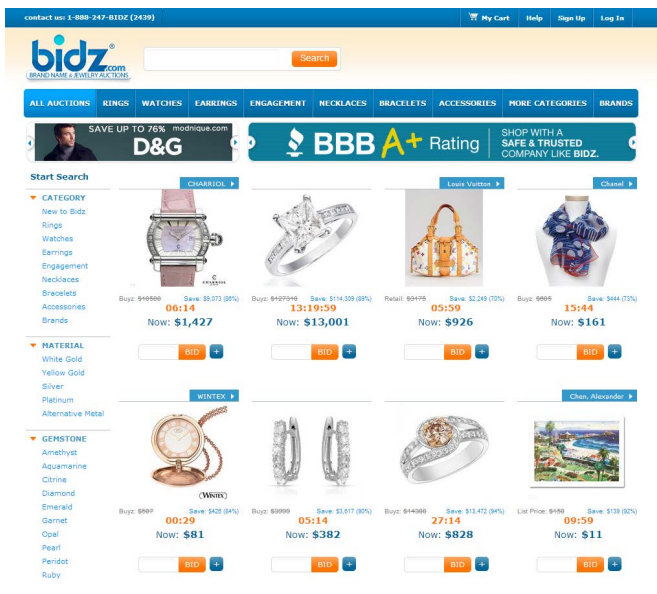
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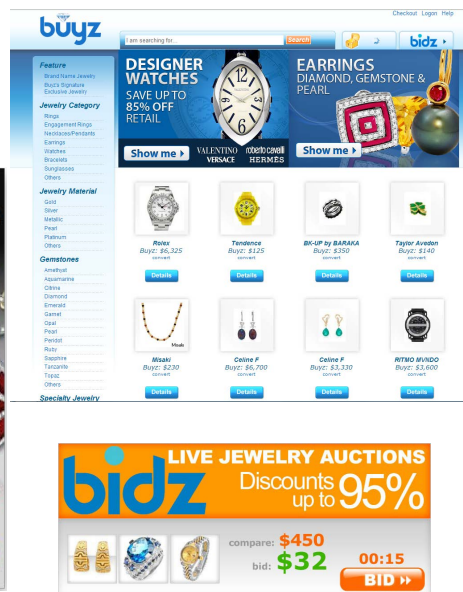
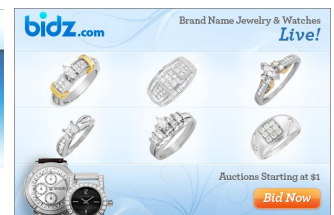
www.hilcostreambank.com

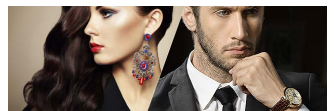
OPPORTUNITY HIGHLIGHTS

- As e-commerce website, bidz.com had close to **100MM visits** over the past 5 years.
- **Brandable Premium Domains** Bidz.com and Buyz.com applicable to all business use.
- Opportunity to own a **3 letter domain name – JWL.com**.
- Advanced **pricing platform** and **website code**.
- Extensive **customer list** containing more than **6MM records**.
- An **established brand** in the jewelry e-commerce market.

HISTORICAL BRAND DISPLAY





DILIGENCE AND SALE PROCESS

Hilco Streambank has set a **2nd Round Bid Deadline of November 6th, 2014**. An auction will be held thereafter on **November 12th, 2014**.

Further information is available upon request. Data room entry will be granted upon execution of a non-disclosure agreement.

For further information about the sale process and access to diligence materials please contact the following Hilco Streambank representatives:

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About Hilco Streambank

Hilco Streambank is a market leading advisory firm specializing in [intellectual property disposition and valuation](#). Over the last three years Hilco Streambank has become a leader in the IP valuation and disposition market. Having completed numerous transactions including sales in publicly reported Chapter 11 bankruptcy cases as well as private transactions, Hilco Streambank has established itself in the [internet and telecom](#) community as a responsible and effective intermediary in the space.