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To the Honorable Commissioner of Patents

100777287

attached original documents or copy thereof.

MRD 7-15-98

1. Name of conveying party(ies):

Retail Apparel Service Corp.

- Individual(s)
- General Partnership
- Corporation-State New York
- Other \_\_\_\_\_
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: July 10, 1998

2. Name and address of receiving party(ies)

Name: dELIA\*s Properties Inc.

Internal Address: \_\_\_\_\_

Street Address: 435 Hudson Street

City: New York State: NY ZIP: 10014

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Delaware
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

U.S. Patent & TMO/TM Mail Rcpt. Dt. #39



07-15-1998

B. Trademark Registration No.(s)

2,140,655

2,151,641

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Deirdre Silver, Esq.

Internal Address: Proskauer Rose LLP

Street Address: 1585 Broadway

City: New York State: NY ZIP: 10036

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

16-2500

(Attach duplicate copy of this page if paying by deposit account)

07/24/1998 SSMITH 00000151 162500 2140655

01 FC:481 40.00 CH  
02 FC:482 25.00 CH

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Deirdre P. Silver  
Name of Person Signing

Signature

7/15/98  
Date

Total number of pages including cover sheet, attachments, and document: 3

**ASSIGNMENT OF U.S. TRADEMARK**

WHEREAS, Retail Apparel Service Corp., a New York corporation with a place of business at 1620 Grand Avenue, Baldwin, New York 11510 ("Assignor"), has adopted, used and is using the trade and service marks

SCREEEM with stylized letters  
Reg. No. 2,140,655; and

AMERICAN ROCKET and Design  
Reg. No. 2,151,641 (collectively, the "Marks");

WHEREAS, dELiA\*s Properties Inc., a Delaware corporation with a place of business at 435 Hudson Street, New York, New York 10014 ("Assignee"), desires to obtain all rights in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee, all of Assignor's right, title and interest throughout the world in and to the Marks, all registrations and applications, if any, therefor, and their associated goodwill, the same to be held and enjoyed by Assignee for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives, together with all of Assignor's claims for damages by reason of past infringement of said Marks, with the right to sue for and collect the same, for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of the 10 day of July, 1998.

Retail Apparel Service Corp.

CERTIFICATE OF MAILING BY "EXPRESS MAIL"  
"EXPRESS MAIL"


MAILING LABEL NUMBER EL07030074403

DATE OF DEPOSIT July 15, 1998

I HEREBY CERTIFY THAT THE PAYMENT OF FEE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE (EXPRESS MAIL) POST OFFICE TO ADDRESS SERVICE UNDER 37 CFR 1.10 ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO THE COMMISSIONER OF PATENTS AND TRADEMARKS, ARLINGTON, VA 22202

Kean J. Bugdinas  
(Typed or Printed Name of Person Mailing Paper or Fee)

Kean J. Bugdinas  
(Signature of Person Mailing Paper or Fee)

By:   
Name:  
Title: PRES

3956/24243-013 NYLIB1/853859 v1

RECORDED: 07/15/1998

TRADEMARK  
REEL: 1759 FRAME: 0309