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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

FORM PTO-159,
(Rev. 6-90)

OMB No. 0651-0011 (exp. 4/94)

Tab settings



To the Honorable Commissioner of Patent

100777281

d original documents or copy thereof.

MRD 7-15-98

1. Name of conveying party(ies):

Landmark Pants Corporation

- 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)

B. Trademark Registration No.(s)

1,933,220

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:

7. Total fee (37 CFR 3.41).....\$ 40

- 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 00000150 162500 1933220

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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]
Signature

7/15/98
Date

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

ASSIGNMENT OF U.S. TRADEMARK

WHEREAS, Landmark Pants Corporation, 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 mark

JEAN COUNTRY (the "Mark")
Reg. No. 1,933,220;

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 Mark;

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 Mark, 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 Mark, 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.

Landmark Pants Corporation

CERTIFICATE OF MAILING BY "EXPRESS MAIL"
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MAILING LABEL NUMBER 1-27500-12

DATE OF DEPOSIT 7/15/98

I HEREBY CERTIFY THAT THIS PAPER OR FEE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE "EXPRESS MAIL POST OFFICE TO ADDRESSEE" SERVICE UNDER 37 CFR 1.106 ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO THE COMMISSIONER OF PATENTS AND TRADEMARKS, ARLINGTON, VA 22202

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3956/24243-013 NYLIB1/853874 v1

RECORDED: 07/15/1998

TRADEMARK
REEL: 1759 FRAME: 0393