



02-23-1999

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #34

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

Tab settings ▼

100976276

To the Honorable Commissioner

attached original documents or copy thereof.

MRD 2-23-99

1. Name of conveying party(ies):

Walden-Hays, Inc.
853 Broadway
New York, NY 10003

- 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: January 22, 1999

2. Name and address of receiving party(ies)

Name: iTurf 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)

75/182,885

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Name: Deirdre P. 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: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- 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)

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, Esq.

Name of Person Signing

Signature

Feb. 23, 1999

Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 1863 FRAME: 0929

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT is effective this 22nd day of January, 1999, from Walden-Hays, Inc., a New York corporation, with a place of business at 853 Broadway, New York, NY 10003 ("Assignor") to iTurf Inc., a Delaware corporation, with a place of business at 435 Hudson Street, New York, New York 10014 ("Assignee").

WHEREAS, Assignor has intended to use the trademark KID'S TURF (the "Mark") and is the owner of a U.S. intent to use application for the Mark (Ser. No. 75-182,885) (the "Application"), but has not yet filed an allegation of use under Section 1(c) or 1(d) of the Trademark Act. Assignor is assigning the Mark as part of the entire business or portion thereof to which the Mark pertain as required by 15 U.S.C. § 1060.

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in, to and under the Mark and the associated goodwill and Assignee desires to obtain all right, title and interest in, to and under the Mark and the associated goodwill;

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, to and under the Mark, all registrations and applications therefor, including without limitation the Application and all domain name registrations for the Mark, and their associated goodwill, 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 Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives, free and clear of all liens, claims, charges, security interests, and other encumbrances.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of the date indicated above.

CERTIFICATE OF MAILING BY "EXPRESS MAIL"
"EXPRESS MAIL"
MAILING LABEL NUMBER EH 028977490
2/23/99
ON 01/22/99, I, KERRY FARRELL, DEPOSED ON BEHALF OF WALDEN-HAYS, INC., A CORPORATION OF THE STATE OF NEW YORK, THAT THE ABOVE-DESCRIBED DOCUMENT WAS PREPARED BY ME OR UNDER MY SUPERVISION AND THAT THE CONTENTS THEREOF ACCURATELY REFLECT THE AGREEMENT MADE BETWEEN WALDEN-HAYS, INC. AND iTURF INC., A CORPORATION OF THE STATE OF DELAWARE, ON 01/22/99. I AM A RESIDENT OF ANNINGTON, VA.
Kerry Farrell
Kerry Farrell
(Typed or printed name of Person) (Typed title of Person)
(Signature of Person) (Typed name of Person)

WALDEN-HAYS, INC.
By: Robert Jackson
Name: ROBERT JACKSON
Title: PRESIDENT

** TOTAL PAGE.05 **