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OPR/FINANCE

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

1-5-00

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

02/22/2000 TTON11 00000134 501033 2235230

FOR OFFICE USE ONLY

01 FC:481 40.00 CH
02 FC:482 50.00 CH

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

TRADEMARK
REEL: 002024 FRAME: 0510

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text" value="75608862"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75608872"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="2235230"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

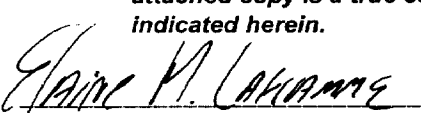
Authorization to charge additional fees:

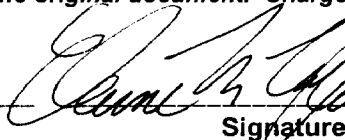
Yes

No

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. Charges to deposit account are authorized, as indicated herein.


Name of Person Signing


Signature

Date Signed

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TRADEMARK ASSIGNMENT

This Assignment is effective as of January 3, 2000.

WHEREAS, iVillage Inc. having a business address at 212 Fifth Avenue, New York, New York 10010 ("iVillage") is the owner of the trademark ARMCHAIR MILLIONAIRE (hereinafter, "the Mark"), U.S. Trademark Registration Number 2,235,230 (the "Registration") and U.S. Trademark Application Numbers, 75-608862, 75-608871 and 75-608872 (the "Applications") and the goodwill of the business associated with the Mark,

WHEREAS, Investorama.com, Inc. ("Assignee"), has been and is desirous of acquiring the Mark, the Registration and the Applications,

NOW, THEREFORE, in consideration of one dollar (\$1) and other good and valuable consideration paid to iVillage, the receipt and sufficiency of which is hereby acknowledged, iVillage hereby assigns to Assignee all of the right, title and interest of iVillage, on a world-wide basis, in and to the Mark, the Registration and the Applications, together with any and all goodwill of the business symbolized by the Mark.

iVillage agrees to execute and deliver to Assignee all such documents as may reasonably be requested by Assignee to effectuate this Assignment, now or in the future, and to cooperate as reasonably requested by Assignee as needed in order to effectuate this Assignment, now or in the future.

iVillage Inc.

By: 
Authorized Officer