

05-17-2001



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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY



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

Submission Type

5-10-01

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

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other

Effective Date  
Month Day Year  
02 16 01

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date  
Month Day Year

02 16 01

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)

- Individual  General Partnership  Limited Liability Company

- Corporation  Association

Citizenship/State of Incorporation/Organization

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.)

05/16/2001 GT0N11 00000132 75793039

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

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Mail documents to be recorded with required cover sheet(s) information to:  
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**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 **212-506-5150**

Name **Bradford S. Breen Esq.**

Address (line 1) **Orrick, Herrington & Sutcliffe LLP**

Address (line 2) **666 Fifth Avenue**

Address (line 3) **New York, NY 10103**

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)**

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

<input type="text" value="75/793,039"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75/793,041"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75/792,685"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<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 of if additional fees can be charged to the account., or any refund to the Deposit Account Number

#

Authorization to charge additional fees or credit any refund:

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.

Bradford S. Breen

Name of Person Signing

*Bradford S. Breen*  
Signature

May 9, 2001

Date Signed

## ASSIGNMENT OF TRADEMARK APPLICATIONS

WHEREAS, IVILLAGE INC., a Delaware corporation, with an address at 500 Seventh Avenue, 14th Floor, New York, New York, 10018, (hereinafter "ASSIGNOR") has intended to use the mark WHERE BEAUTY GETS PERSONAL in commerce, and has filed applications now assigned Serial Numbers 75/792685, 75/793039 and 75/793041, indicating that intention, but has not yet filed allegations of use under Section 1(c) or 1(d) of the Trademark Act.


WHEREAS, COOPERATIVE BEAUTY VENTURES, L.L.C., a Delaware limited liability company, with an address at 500 Seventh Avenue, 14th Floor, New York, New York, 10018, (hereinafter "ASSIGNEE") is desirous of acquiring said pending trademarks;

NOW, THEREFORE, consistent with the terms and conditions of the Assignment and Assumption Agreement entered into on February 14, 2000 between iVillage Inc. and Cooperative Beauty Ventures, L.L.C., and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, said ASSIGNOR does hereby assign to the said ASSIGNEE all right, title, and interest in and to the above-identified trademark applications, the goodwill of the business symbolized thereby and that portion of the business to which the mark pertains as required by 15 U.S.C. Sec. 1060. For avoidance of doubt, this assignment does not include any marks other than WHERE BEAUTY GETS PERSONAL and does not include any portion of iVillage's business associated with any trademark owned by iVillage except that portion of business exclusively associated with the WHERE BEAUTY GETS PERSONAL mark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be

executed as of the 16<sup>th</sup> day of February, 2001.

IVILLAGE INC.

By:   
Name: Michael Gilbert  
Title: General Counsel