

06-20-2001

U.S. Department of Commerce
Patent and Trademark Office

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6.13.01

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 dELIA*s Corp.
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State of DELAWARE
 Other _____
 Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)
 Name: PRIMEDIANet Inc.
 Address: 745 Fifth Avenue
 New York, New York 10151
 JUN 13 2001
 Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
 Execution Date: May 24, 2001

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) 76/131,027, 76/131,026, 76/131,025 B. Trademark Registration No.: 2,204,908
 Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Deborah K. Squiers, Esq.
 Cowan, Liebowitz & Latman, P.C.
 1133 Avenue of the Americas
 New York, NY 10036-6799

6. Total number of applications and registrations involved:
 four (4)

7. Total fee (37 CFR 3.41)..... \$ 115.00
 Enclosed
 Any deficiency is authorized to be charged to
 Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415
 (Attach duplicate copy of this page if paying by deposit account)

06/19/2001 TDIAZ1 00000049 76131027
 01 FC:481 40.00 OP
 02 FC:482 75.00 OP

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.
Deborah K. Squiers Deborah K. Squiers 6/13/01
 Name of Person Signing Signature Date
 Total number of pages including cover sheet, attachments, and document: 5

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of May 24, 2001, between dELIA*s Corp., a Delaware corporation ("Assignor"), and PRIMEDIANet Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor, with offices at 435 Hudson Street, New York, NY 10014, has adopted, used, is using and is the owner of trademarks, service marks, trade names and trade dress listed on Schedule A attached hereto (collectively, the "Marks") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

WHEREAS, Assignee, with offices at 745 Fifth Avenue, New York, NY 10151, desires to acquire any and all rights that Assignor may have in and to the Marks and the registrations and applications thereof together with the goodwill of the business in connection with which Marks are used; and

WHEREAS, Assignor and Assignee have executed the terms of an Asset Purchase Agreement on May 24, 2001 herewith (the "Agreement"), pursuant to which Assignee is acquiring the assets primarily related to the Business from the Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefore in the United States, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full rights, title and interest in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

PRIMEDIA Net Inc.


By: _____
Name:
Title:

dELIA*s Corp.

By: Alex Navarro
Name: Alex Navarro
Title: Chief Strategy Officer

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

PRIMEDIA Net Inc.

By: 
Name: Christopher A. Fraser
Title: Vice President

dELIA*s Corp.

By: _____
Name:
Title:

SCHEDULE A

TRADEMARKS AND REGISTRATIONS

MARK	APP/REG#	APP/REG DATE	STATUS	OWNER
GURL and Design	2204908	11/24/98	Registered	dELIA*s Corp.
GURL and Design	76131027	9/19/00	Pending	dELIA*s Corp.
GURL	76131026	9/19/00	Pending	dELIA*s Corp.
GURL	76131025	9/19/00	Pending	dELIA*s Corp.