

11-23-2001



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9-5-01

To the Honorable Commissioner of Patent and Trademark

and original documents or copy thereof.

1. Name of conveying party(ies):

dELIA\*s Corp.

9-5-01

- 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

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-DELAWARE
- Other \_\_\_\_\_

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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: September 6, 2001

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 76/203,294

B. Trademark Registration No.:

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:

one (1)

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

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)

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

Name of Person Signing

*Deborah K. Squiers*

Signature

9/6/01

Date

Total number of pages including cover sheet, attachments, and document: 3

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

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TRADEMARK  
REEL: 002372 FRAME: 0780

**CONFIRMATORY TRADEMARK ASSIGNMENT**

**THIS CONFIRMATORY TRADEMARK ASSIGNMENT** is made between dELIA\*s Corp., a corporation organized and existing under the laws of Delaware, located at 26th Floor, One Battery Park Plaza, NY, NY 10004 ("**Assignor**") and PRIMEDIANet, Inc., a corporation organized and existing under the laws of Delaware with its principal place of business at 745 Fifth Avenue, New York, New York 10151 ("**Assignee**").

**WHEREAS**, Assignor has been using the trademark shown in the Schedule ("**Trademark**") and is the record owner of the application thereof; and

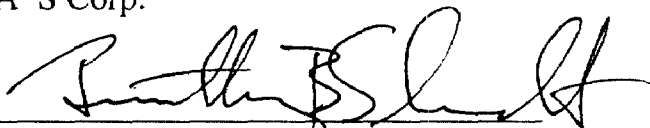
**WHEREAS**, pursuant to an Asset Purchase Agreement, dated May 24, 2001, Assignee acquired all rights, title and interest in and to the Trademark together with the goodwill of the business with which the Trademark is associated.

**WHEREAS**, Assignor and Assignee wish to confirm the acquisition of the Trademark by Assignee.

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby confirms that it has assigned and transferred and does hereby assign and transfer, to Assignee, all rights, title and interest in and to the Trademark, including the application thereof, together with the goodwill of the business symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

**IN WITNESS WHEREOF**, dELIA\*S Corp. has caused this Confirmatory Trademark Assignment to be executed and delivered effective as of September 6, 2001, 2001.

dELIA\*S Corp.

By: 

Name: Timothy B. Schmidt

Title: SVP

# SCHEDULE

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
DEAL WITH IT	76/203,294	January 30, 2001

SZC/BEM/23520/00/482927.1

**RECORDED: 09/06/2001**

**TRADEMARK  
REEL: 002372 FRAME: 0782**