

03-03-2003

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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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 Group Inc.

2-27-03

- Individual(s) Association General Partnership Limited Partnership Corporation-State Delaware Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: dELiA*s Brand LLC

Internal

Address:

Street Address: 435 Hudson Street

City: New York State: NY Zip: 10014

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other Delaware

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: February 24, 2003

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

See attached Schedule

Additional number(s) attached Yes No

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

Name: Jenifer deWolf Paine, Esq.

Internal Address: Room 1864

Proskauer Rose LLP

Street Address

1585 Broadway

City: New York State: NY Zip: 10036-8299

6. Total number of applications and registrations involved:

8

7. Total fee (37 CFR 3.41): \$ 215.00

- 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.

Jenifer deWolf Paine

Name of Person Signing

Jenifer deWolf Paine Signature

February 24, 2003

Date

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

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

02/28/2003 LMUELLER 00000219 162500 208485

01 FC:8521 40.00 CH 02 FC:8522 175.00 CH

TRADEMARK REEL: 002680 FRAME: 0792

TRADEMARKS

<u>Mark</u>	<u>Registration Number</u>
(DAISY DESIGN)	2,084,854
(DAISY DESIGN)	2,104,334
DELIA'S	1,943,039
DELIA'S	2,076,125
DELIA'S	1,997,643
DELIA'S	2,162,324
DELIA'S	2,204,160
DELIA'S	2,011,083

ASSIGNMENT

This Assignment is made this 24th day of February 2003, by and between dELiA*s Group, Inc., a Delaware Corporation ("Assignor") on the one hand, and dELiA*s Brand LLC, a Delaware Limited Liability Company ("Assignee") on the other hand.

WHEREAS, Assignor owns certain trademarks and corresponding registrations identified on Schedule A (collectively the "Trademarks");

WHEREAS, Assignee is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby sells, transfers, conveys, and assigns to Assignee all right, title and interest in and to the Trademarks and corresponding Registrations, together with the goodwill of the business symbolized by the Trademarks and the Registrations, including all rights to sue and recover for past infringement.

2. Assignor agrees to execute all documents and assist in all proceedings to perfect, register, or record the rights of the Assignee to the Trademarks as Assignee may deem appropriate. If Assignor does not, within five days of presentment, return the requested executed documents, then Assignee is hereby granted a limited power of attorney to execute all such documents on behalf of Assignor. This power of attorney is coupled with an interest and is irrevocable.

dELiA*s GROUP, INC.

dELiA*s BRAND LLC

By: dELiA*s Corp.

[Signature]

[Signature]

By: Stephen Kahn

By: Stephen Kahn

Title: Chairman and Chief Executive Officer

Title: Chairman and Chief Executive Officer

Dated: 2/24/03

Dated: 2/24/03