

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Danielle Levy		10/31/2003	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	DailyCandy, Inc.
Street Address:	158 Lafayette Street
Internal Address:	Floor 2
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2543900	DAILYCANDY

CORRESPONDENCE DATA	
Fax Number:	(212)895-2900
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2128952000
Email:	PTO2@brownraysman.com
Correspondent Name:	Monica B. Richman, Esq.
Address Line 1:	900 Third Avenue
Address Line 4:	New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	4233/1
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NAME OF SUBMITTER:	Monica B. Richman, Esq.
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Total Attachments: 1 source=Trademark Assignment#page1.tif
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TRADEMARK ASSIGNMENT

WHEREAS, Danielle Levy ("Assignor"), an individual, with an address at 1 Christopher Street, New York, New York 10014, is the owner of all right, title and interest in and to the trademark DAILYCANDY (the "Mark"), including Registration No. 2,543,900 in the United States Patent and Trademark Office and the goodwill associated with the Mark; and

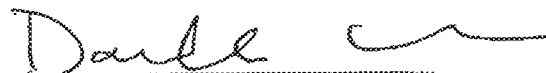
WHEREAS, DailyCandy, Inc. ("Assignee"), a Delaware corporation, with its principal place of business at 158 Lafayette Street, Floor 2, New York, New York 10013, desires to acquire the Mark, including Registration No. 2,543,900, and the goodwill of the business associated with the Mark;

WHEREAS, Assignor is a shareholder of Assignee;

WHEREAS, Assignee desires to acquire all of Assignor's rights in and to the Mark and Registration; and

In consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee all of Assignor's right, title, and interest in and to the Mark and Registration, including all common law rights, together with the goodwill symbolized by any use of the Mark covered by the Registration, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with any and all past, present or future infringements or dilution of or damage or injury to said Mark or the registration thereof or such associated goodwill.

Dated this 31 day of October 2003



By: Danielle Levy
Title: Assignor

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