

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mr. Scott L. Savitz		05/17/2004	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Shoebuy.com, Inc.		
<b>Street Address:</b>	40 Broad Street		
<b>City:</b>	Boston		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02109		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	75663811	SHOEBUY	
<b>Registration Number:</b>	2518099	SHOEBUY.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)576-0300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	303-571-4000		
<b>Email:</b>	denverteas@townsend.com		
<b>Correspondent Name:</b>	Lesley S. Craig		
<b>Address Line 1:</b>	Two Embarcadero Center, 8th Floor		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111		
<b>ATTORNEY DOCKET NUMBER:</b>	19209-000100, -000300		
<b>NAME OF SUBMITTER:</b>	Lesley S. Craig		
<b>Total Attachments: 2</b>			
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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made by and between Scott L. Savitz, an individual and U.S. citizen, having a business address at 40 Broad Street, Boston, Massachusetts 02109 ("ASSIGNOR"), and Shoebuy.com, Inc., a Delaware corporation, having a principal place of business at 40 Broad Street, Boston, Massachusetts 02109 ("ASSIGNEE").


**WHEREAS**, ASSIGNOR owns the trademarks listed on Appendix A affixed hereto, including all registrations and applications for registration thereof and all rights to sue and recover for past infringement thereof, and all goodwill associated with the mark, being collectively referred to herein as the "ASSIGNED TRADEMARKS"; and

**WHEREAS**, ASSIGNEE wishes to acquire, and ASSIGNOR wishes to transfer to ASSIGNEE all right, title, and interest in and to the ASSIGNED TRADEMARKS, and both parties are desirous of executing a document suitable for recordation with the U.S. Patent and Trademark Office.

**NOW THEREFORE**, in consideration of Ten Dollars (\$10.00) paid by ASSIGNEE to ASSIGNOR, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer, and convey to ASSIGNEE all of his right, title, and interest in and to the ASSIGNED TRADEMARKS, together with the goodwill of the business in connection with which the ASSIGNED TRADEMARKS have been used.

**IN WITNESS WHEREOF**, the ASSIGNOR and ASSIGNEE have caused this ASSIGNMENT to be executed by their duly authorized representatives.

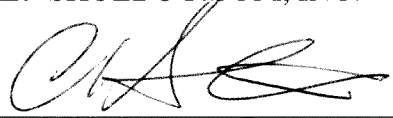
**ASSIGNOR: SCOTT L. SAVITZ**

By:   
Scott L. Savitz

Date: 5-17-04

**RECEIVED AND ACKNOWLEDGED BY:**

**ASSIGNEE: SHOEBUY.COM, INC.**

By:   
Name: Craig V-Starble  
Title: CFO

Date: 5/17/04

APPENDIX A

Registered:

MARK  
SHOEBUY.COM

REG. NO.  
2,518,099

REG. DATE  
12/11/2001

Pending:

MARK  
SHOEBUY

APP. NO.  
75/663,811

FILING DATE  
03/19/1999

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