

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alloy Designs, Inc.		03/05/1999	COMPANY: DELAWARE

RECEIVING PARTY DATA	
Name:	Alloy Online, Inc.
Street Address:	151 West 26th Street
Internal Address:	11th floor
City:	NY
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2229184	ALLOY
Registration Number:	2288780	LOCAL 212
Registration Number:	2303290	WWW.ALLOYONLINE.COM

CORRESPONDENCE DATA	
Fax Number:	(801)383-7713
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-724-3290
Email:	gallit@schullerlegal.net
Correspondent Name:	Gallit Schuller, Esq.
Address Line 1:	140 Riverside Drive Suite 4C
Address Line 4:	NYC, NEW YORK 10024

NAME OF SUBMITTER:	Gallit Schuller, Esq.
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Total Attachments: 1 source=Scan0052A#page1.tif
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State of Delaware
Office of the Secretary of State PAGE 1

I, EDWARD J. FREEL, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "ALLOY DESIGNS, INC.", CHANGING ITS NAME FROM "ALLOY DESIGNS, INC." TO "ALLOY ONLINE, INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF MARCH, A.D. 1999, AT 9 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



Edward J. Freel

Edward J. Freel, Secretary of State

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646 638 0075

AUTHENTICATION:

9612796

DATE:

03-05-99

ALLOY ONLINE

JUL-06-2004 15:12