

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alloy Online, Inc.		08/08/2001	CORPORATION: DELAWARE

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

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	2442022	DIG OR DIS
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
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
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State of Delaware
Office of the Secretary of State PAGE 1

I, HARRIET SMITH WINDSOR, 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 ONLINE, INC.", CHANGING ITS NAME FROM "ALLOY ONLINE, INC." TO "ALLOY, INC.", FILED IN THIS OFFICE ON THE SEVENTH DAY OF AUGUST, A.D. 2001, AT 10 O'CLOCK A.M.

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



Harriet Smith Windsor
 Harriet Smith Windsor, Secretary of State

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AUTHENTICATION: 1285133

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DATE: 08-08-01 TRADEMARK

RECORDED: 07/14/2004

REEL: 002892 FRAME: 0164