

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	01/10/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Virtual Mirror, Inc.		01/10/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	iVillage Inc.
Street Address:	500 Seventh Avenue
Internal Address:	14th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2543611	HORTIPLEX

CORRESPONDENCE DATA

Fax Number: (212)506-5151
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212 506-5150
 Email: bbreen@orrick.com
 Correspondent Name: Bradford S. Breen
 Address Line 1: Orrick, Herrington & Sutcliffe LLP
 Address Line 2: 666 Fifth Avenue
 Address Line 4: New York, NEW YORK 10533

ATTORNEY DOCKET NUMBER:	9704/231
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NAME OF SUBMITTER:	Bradford S. Breen
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Signature:

/Bradford Breen/

Date:

01/10/2006

Total Attachments: 1
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective as of January 10, 2006 (the "Effective Date"), is made by The Virtual Mirror, Inc., a corporation of the State of Delaware ("Assignor").

WHEREAS, Assignor is the current owner of the U.S. Trademark Registration No. 2,543,611 for the Mark "HORTIPLEX" registered October 16, 2000 (hereinafter referred to as "the Mark"), and

WHEREAS, Assignor wishes to transfer, sell, assign, and convey the Mark, including all common law rights therein and all applications to register and registrations thereof, together with the goodwill that they represent and all right, title and interest thereto, to IVILLAGE INC., a corporation of the state of Delaware having an address at 500 Seventh Avenue, 14th floor, New York, NY 10018 ("Assignee").

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

1. Assignor hereby transfers, sells, assigns, and conveys unto Assignee the Mark including all common law rights therein and all applications to register and registrations thereof and the good will that they represent, and all right, title and interest therein, on a world-wide basis, as well as the right to sue and collect damages in Assignee's own name for any and all past, present or future infringement, dilution, or other injury to the goodwill thereof.

2. Assignor agrees to execute and deliver to Assignee such instruments of transfer and other documents as Assignee may reasonably request to effect the purposes of this Agreement.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed effective as of the Effective Date.

THE VIRTUAL MIRROR, INC.

By:



Jeremy J. Wolk

Title: Secretary