

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Alloy, Inc., a corporation organized under the laws of the state of Delaware, having an address at 151 West 26th Street, New York, New York 10001 (hereinafter "Assignor"), is the owner of all right, title and interest in and to the trademark and trademark application number 77/031,675 for CCS (the "Trademark");


WHEREAS, pursuant to that certain Intellectual Property Purchase Agreement (the "IP Purchase Agreement") by and between Assignor, dELIA*s, Inc. and Skate Direct, LLC, a limited liability company organized under the laws of the state of Delaware, having an address at 50 West 23rd Street, New York, New York 10010 (hereinafter "Assignee") Assignor has agreed to assign to Assignee all right, title and interest in and to such Trademark;

WHEREAS, capitalized terms used and not otherwise defined herein shall have the respective meanings ascribed to them in the IP Purchase Agreement;

WHEREAS, this assignment shall be effective as of November 5, 2008; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest in and to the Trademark (subject to Permitted Encumbrances), together with the goodwill of the business appurtenant to and symbolized by the Trademark and including, without limitation, all common law rights in and to the Trademark and the right to sue and recover for, and the rights 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 the Trademark, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

ALLOY, INC.


Name: MATTHEW DIAMOND
Title: CEO