

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Entity types for the Assignor and Assignee from Corporation to Limited Liability Company previously recorded on Reel 003910 Frame 0129. Assignor(s) hereby confirms the Change of Name.

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
EJ Wisch, LLC		11/05/2008	LIMITED LIABILITY COMPANY: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Fashionology LLC
<b>Street Address:</b>	342 North Canon Drive
<b>City:</b>	Beverly Hills
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90210
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Serial Number:	77259168	FASHIONOLOGY LA
Serial Number:	77259206	FASHIONOLOGY LA
Serial Number:	77427704	FASHIONOLOGY
Serial Number:	77427702	FASHIONOLOGY

**CORRESPONDENCE DATA**

Fax Number: (617)526-5000  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 617-526-6448  
 Email: janey.davidson@wilmerhale.com  
 Correspondent Name: Michael J. Bevilacqua, Esquire  
 Address Line 1: Wilmer Cutler Pickering Hale and DorrLLP  
 Address Line 2: 60 State Street  
 Address Line 4: Boston, MASSACHUSETTS 02109

**900144019**

**TRADEMARK  
 REEL: 004069 FRAME: 0022**

**CH \$115.00 77259168**

ATTORNEY DOCKET NUMBER:	2201914121
NAME OF SUBMITTER:	Michael J. Bevilacqua
Signature:	/michael j. bevilacqua/
Date:	09/25/2009
<b>Total Attachments: 6</b> source=recordation name change ej wisch fashionology#page1.tif source=recordation name change ej wisch fashionology#page2.tif source=recordation name change ej wisch fashionology#page3.tif source=recordation name change ej wisch fashionology#page4.tif source=recordation name change ej wisch fashionology#page5.tif source=recordation name change ej wisch fashionology#page6.tif	

TO:MICHAEL J. BEVILACQUA, ESQUIRE COMPANY:WILMER CUTLER PICKERING HALE AND DO

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

\*900123512A\*

DECEMBER 29, 2008

PTAS

MICHAEL J. BEVILACQUA, ESQUIRE  
WILMER CUTLER PICKERING HALE AND DORRLLP  
60 STATE STREET  
BOSTON, MA 02109UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENTTHE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF  
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS  
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER  
REFERENCED BELOW.PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE  
INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA  
PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD  
FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY  
CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350.  
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,  
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 12/29/2008

REEL/FRAME: 003910/0129  
NUMBER OF PAGES: 4BRIEF: CHANGE OF NAME  
DOCKET NUMBER: 2201914121

## ASSIGNOR:

EJ WISCH, LLC

DOC DATE: 11/05/2008  
CITIZENSHIP: CALIFORNIA  
ENTITY: CORPORATION

## ASSIGNEE:

FASHIONOLOGY LLC  
668 CHAUTAUQUA BOULEVARD  
PACIFIC PALISADES, CALIFORNIA 90272CITIZENSHIP: CALIFORNIA  
ENTITY: CORPORATIONAPPLICATION NUMBER: 77259168  
REGISTRATION NUMBER:FILING DATE: 08/20/2007  
ISSUE DATE:MARK: FASHIONOLOGY LA  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

TO:MICHAEL J. BEVILACQUA, ESQUIRE COMPANY:WILMER CUTLER PICKERING HALE AND DO

003910/0129 PAGE 2

APPLICATION NUMBER: 77259206  
REGISTRATION NUMBER:FILING DATE: 08/20/2007  
ISSUE DATE:MARK: FASHIONOLOGY LA  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORMAPPLICATION NUMBER: 77427704  
REGISTRATION NUMBER:FILING DATE: 03/20/2008  
ISSUE DATE:MARK: FASHIONOLOGY  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORMAPPLICATION NUMBER: 77427702  
REGISTRATION NUMBER:FILING DATE: 03/20/2008  
ISSUE DATE:MARK: FASHIONOLOGY  
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORMMARCUS KIRK, EXAMINER  
ASSIGNMENT SERVICES BRANCH  
PUBLIC RECORDS DIVISION

<b>TRADEMARK ASSIGNMENT</b>
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Electronic Version v1.1  
 Stylesheet Version v1.1

**12/29/2008**  
**900123512**

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
EJ Wisch, LLC		11/05/2008	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
Name:	Fashionology LLC		
Street Address:	668 Chautauqua Boulevard		
City:	Pacific Palisades		
State/Country:	CALIFORNIA		
Postal Code:	90272		
Entity Type:	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
Property Type	Number	Word Mark	
Serial Number:	77259168	FASHIONOLOGY LA	
Serial Number:	77259206	FASHIONOLOGY LA	
Serial Number:	77427704	FASHIONOLOGY	
Serial Number:	77427702	FASHIONOLOGY	
<b>CORRESPONDENCE DATA</b>			
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Address Line 2:	60 State Street		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	2201914121		
NAME OF SUBMITTER:	Michael J. Bevilacqua		

CH \$115.00 77259168

TO:MICHAEL J. BEVILACQUA, ESQUIRE COMPANY:WILMER CUTLER PICKERING HALE AND DO

Signature:	/michael j. bevilacqua/
Date:	12/29/2008
Total Attachments: 2 source=ej wisch fashionology#page1.tif source=ej wisch fashionology#page2.tif	



State of California Secretary of State

ENDORSED - FILED In the office of the Secretary of State of the State of California

NOV 05 2008

LIMITED LIABILITY COMPANY RESTATED ARTICLES OF ORGANIZATION

A \$30.00 filing fee must accompany this form.

IMPORTANT - Read instructions before completing this form.

This Space For Filing Use Only

1. SECRETARY OF STATE FILE NUMBER: 200618810096; 2. NAME OF LIMITED LIABILITY COMPANY: EJ Wisch, LLC

3. NAME OF LIMITED LIABILITY COMPANY IF DIFFERENT FROM ITEM 2: Fashionology LLC

4. FUTURE EFFECTIVE DATE, IF ANY: MONTH: DAY: YEAR:

5. THE PURPOSE OF THE LIMITED LIABILITY COMPANY IS TO ENGAGE IN ANY LAWFUL ACT OR ACTIVITY FOR WHICH A LIMITED LIABILITY COMPANY MAY BE ORGANIZED UNDER THE BEVERLY-KILLEA LIMITED LIABILITY COMPANY ACT.

6. CHECK THE APPROPRIATE PROVISION BELOW AND NAME THE AGENT FOR SERVICE OF PROCESS. [X] A CORPORATION WHICH HAS FILED A CERTIFICATE PURSUANT TO SECTION 15005. AGENT'S NAME: CT Corporation System

7. CALIFORNIA ADDRESS OF THE AGENT FOR SERVICE OF PROCESS. COMPLETE ONLY IF AN INDIVIDUAL. ADDRESS: CITY: STATE: CA ZIP CODE:

8. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY: (CHECK ONE) [X] MORE THAN ONE MANAGER ALL LIMITED LIABILITY COMPANY MEMBER(S)

9. OTHER MATTERS TO BE INCLUDED IN THIS CERTIFICATE MAY BE SET FORTH ON SEPARATE ATTACHED PAGES AND ARE MADE A PART OF THIS CERTIFICATE. OTHER MATTERS MAY INCLUDE THE LATEST DATE ON WHICH THE LIMITED LIABILITY IS TO DISSOLVE.

10. TOTAL NUMBER OF PAGES ATTACHED, IF ANY:

11. I/US HEREBY DECLARED THAT I/AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED. Signature: Elizabeth Wiatt, Manager; Date: November 4, 2008

12. RETURN TO: NAME: Tim Young; FIRM: Wilmer Cutler Pickering Hale and Dorr LLP; ADDRESS: 1117 S. California Avenue; CITY/STATE: Palo Alto, CA; ZIP CODE: 94304

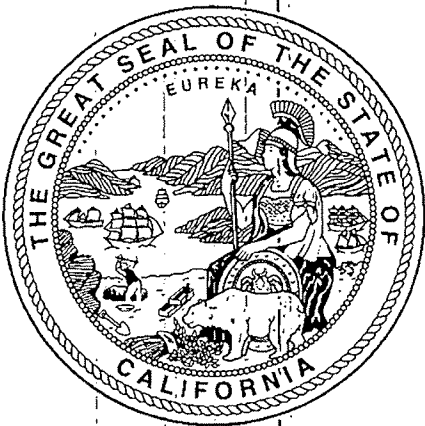


State of California  
Secretary of State



I, DEBRA BOWEN, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

NOV 05 2008

Handwritten signature of Debra Bowen in cursive script.

DEBRA BOWEN  
Secretary of State