

11-19-2009

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103581128

To the Director of the U. S. Patent and Trademark Office, Attention: \_\_\_\_\_  
Attachments or the new address(es) below.

5081-11

**1. Name of conveying party(ies):**  
emoda.com Corporation

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: Pennsylvania  
 Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_  
 Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**  Yes  
 Additional names, addresses, or citizenship attached?  No

Name: KOGAN HOLDINGS LLC  
 Internal Address: 8 Logan Drive  
 Street Address: 8 LOGAN DRIVE  
 City: Cherry Hill  
 State: NJ  
 Country: USA      Zip: 08034

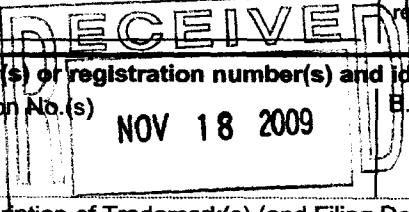
Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship \_\_\_\_\_  
 Other LLC      Citizenship USA

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)

**3. Nature of conveyance / Execution Date(s) :**

Execution Date(s) 11/1/2009

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_



**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No. (s) NOV 18 2009  
 B. Trademark Registration No.(s) 3400343

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**  
IFASHIONMALL

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Daniel Kogan  
 Internal Address: 8 Logan drive  
 Street Address: 8 Logan drive  
 City: Cherry Hill  
 State: NJ      Zip: 08034  
 Phone Number: 267-416-0004  
 Fax Number: 215-827-5154  
 Email Address: danielkogan@yahoo.com

**6. Total number of applications and registrations involved:** 1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00**

Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

Deposit Account Number: 11/18/2009 103581128 00000013 3400343  
 Authorized User Name: \_\_\_\_\_  
 Amount: 40.00

**9. Signature:** [Signature]      Date: 11/13/09  
 Signature      Date  
DANIEL KOGAN  
 Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**TRADEMARK ASSIGNMENT**

Assignor: eModa.com Corporation, of 302 Moore Street, Philadelphia, PA 19148  
Assignee: Kogan Holdings LLC, of 8 Logan Drive, Cherry Hill, NJ 08034

**Trademark**

- 1. The Assignor is the owner of the following trademark (the "Mark"): ifashionmall.
- 2. The Mark is registered at the United States Patent and Trademark Office.

**Assignment**

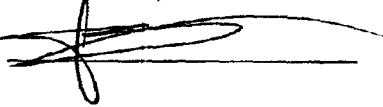
- 3. The Assignor, in consideration the Price, the receipt and sufficiency of which is hereby acknowledged, does sell, assign and transfer to the Assignee the Mark, together with that portion of the good will of the business with which the Mark is associated, and all right, title and interest in the Mark, including, but not limited to, the right to register the Mark, to renew registration of the Mark and to licence the use of the Mark.
- 4. The Assignee, in consideration of the Assignor assigning the Mark to the Assignee on the terms in this Agreement, will pay to the Assignor the following amount: \$1000.00 (the "Price").
- 5. The Price is payable in U.S. dollars and is payable as follows: 24 month payment schedule.

**Representations and Warranties**

- 6. The Assignor represents and warrants to the Assignee:
  - a. The Assignor is the exclusive and lawful owner of the Mark, and the Mark does not infringe on the rights of any other person or organization.
  - b. The Mark is free of all security interests.
  - c. The Assignor has the authority to enter into this Agreement.
- 7. The Assignee represents and warrants to the Assignor that the Assignee has the authority to enter into this Agreement.

In Witness whereof the parties have affixed their signatures in the Commonwealth of Pennsylvania this 1st day of November, 2009.

eModa.com Corporation

per: 

Kogan Holdings LLC

per: 