

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Wells Fargo Bank, National Association	FORMERLY Wells Fargo Retail Finance, LLC	11/13/2012	National Association: UNITED STATES

RECEIVING PARTY DATA

Name:	Bluefly, Inc.
Street Address:	42 West 39th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2769397	BLUEFLY
Registration Number:	2579760	BLUEFLY
Registration Number:	3468463	BLUEFLY
Registration Number:	3409665	BLUEFLY
Registration Number:	2427015	FLYPAPER
Registration Number:	3254500	STEAL-A-DAY
Registration Number:	3294468	THAT'S WHY I BLUEFLY
Registration Number:	3278399	THE ULTIMATE HOOK-UP FOR THE FASHION OBSESSED
Registration Number:	4223135	FLY AND MIGHTY
Registration Number:	4199995	BELLE AND CLIVE
Registration Number:	4219316	COLETTE NICOLAI

CORRESPONDENCE DATA

Fax Number: 6175024041

OP \$290.00 2769397

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: rchase@choate.com
Correspondent Name: Rachel Chase
Address Line 1: Two International Place
Address Line 2: Choate, Hall & Stewart
Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2010280-0010
NAME OF SUBMITTER:	Rachel Chase
Signature:	/rsc/
Date:	11/14/2012

Total Attachments: 3
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

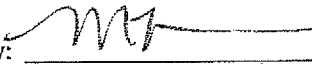
November 13, 2012

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, WELLS FARGO BANK, NATIONAL ASSOCIATION (f/k/a Wells Fargo Retail Finance, LLC) ("Secured Party"), does hereby certify that the security interest it holds in those certain trademarks of BLUEFLY, INC. (the "Grantor"), pursuant to (i) that certain Intellectual Property Security Agreement dated July 26, 2005, recorded in the United States Patent and Trademark Office on August 10, 2005, at Reel/Frame 003172/0349, (ii) that certain Grant of Security Interest in United States Trademarks dated June 17, 2011, recorded in the United States Patent and Trademark Office on June 20, 2011, at Reel/Frame 004565/06257 and (iii) that certain Grant of Security Interest in United States Trademarks dated November 3, 2011, recorded at the United States Patent and Trademark Office on November 3, 2011, at Reel/Frame 004654/0376 (collectively, the "Trademark Security Agreements"), which trademarks, together with the goodwill of the business symbolized thereby, are more fully identified on Schedule A annexed hereto and made a part hereof, is released and all interests in such patents and trademarks previously assigned to Secured Party under the Trademark Security Agreements are hereby reassigned to the Grantor, without representation or warranty of any kind, nature or description.

[Signature Page to Follow]

IN WITNESS WHEREOF, Secured Party has caused this Release of Security Interest in Trademarks to be executed by its duly authorized signatory as of the date first above written.

**WELLS FARGO BANK, NATIONAL
ASSOCIATION**

By: 
Name: Michael L. Ayo
Title: Authorized Officer

[Signature Page to Release of Security Interest in Intellectual Property]

**TRADEMARK
REEL: 004900 FRAME: 0291**

SCHEDULE A

Mark	Reg. No.	Reg. Date
Bluefly	2769397	September 30, 2003
Bluefly	2579760	June 11, 2002
Bluefly & Fly Design	3468463	July 15, 2008
Bluefly (stylized)	3409665	April 8, 2008
Flypaper	2427015	February 6, 2001
Steal-A-Day	3254500	June 26, 2007
That's Why I Bluefly	3294468	September 18, 2007
The Ultimate Hook-Up for the Fashion Obsessed	3278399	August 14, 2007
FLY AND MIGHTY	4223135	October 9, 2012
BELLE AND CLIVE	4199995	August 28, 2012
COLETTE NICOLAI	4219316	October 2, 2012