

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Salus Capital Partners, LLC		08/14/2013	LIMITED LIABILITY COMPANY: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Bluefly, Inc.
<b>Street Address:</b>	42 West 39th Street
<b>Internal Address:</b>	9th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10018
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 11</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
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 OBS
Registration Number:	4223135	FLY AND MIGHTY
Registration Number:	4199995	BELLE AND CLIVE
Registration Number:	4219316	COLETTE NICOLAI

<b>CORRESPONDENCE DATA</b>
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OP \$290.00 2769397

Fax Number: 4048817777

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

Phone: 404-881-7000

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Correspondent Name: Laura Kees, Esq.

Address Line 1: 1201 W. Peachtree Street

Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	060462/433229
NAME OF SUBMITTER:	Laura Kees
Signature:	/Laura Kees/
Date:	08/14/2013

**Total Attachments: 3**

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**RELEASE OF SECURITY INTERESTS IN TRADEMARKS**

**August 14, 2013**

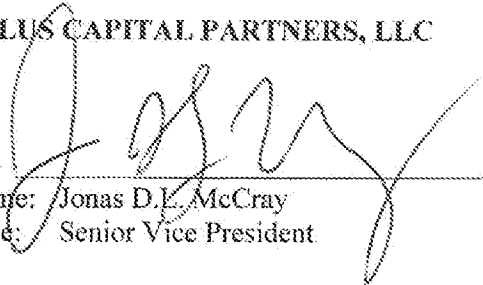
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, SALUS CAPITAL PARTNERS, LLC, a Delaware limited liability company with its principal office at 197 First Avenue, Suite 250, Needham, Massachusetts 02494 ("Secured Party"), does hereby certify that the security interests it holds in certain trademarks of BLUEFLY, INC. (the "Grantor"), pursuant to that certain Grant of Security Interest in Trademarks, dated November 13, 2012, recorded in the United States Patent and Trademark Office on November 14, 2012, at Reel/Frame 004900/0315 (the "Trademark Security Agreement"), 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, are released and all interests in such trademarks previously assigned to Secured Party under the Trademark Security Agreement are hereby reassigned to Grantor, without representation or warranty of any kind, nature or description.

Secured Party hereby authorizes Grantor, or Grantor's authorized representative, to record this Release of Security Interests in Trademarks with the United States Patent and Trademark Office.

[Signature Page to Follow]

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

SALUS CAPITAL PARTNERS, LLC

By:   
Name: Jonas D.L. McCray  
Title: Senior Vice President

**SCHEDULE A**

<b>Mark</b>	<b>Registration No.</b>	<b>Registration Date</b>
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, 2013
COLETTE NICOLAI	4219316	October 2, 2012