

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412776

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PNC Bank		01/11/2017	NATIONAL ASSOCIATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	BLUEFLY, INC.
Street Address:	42 WEST 39TH STREET
Internal Address:	9TH FLOOR
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	Corporation: DELAWARE
Name:	EVT ACQUISITION CO., LLC
Street Address:	42 WEST 39TH STREET
Internal Address:	9TH FLOOR
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	Limited Liability Company: NEW YORK

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	3278399	THE ULTIMATE HOOK-UP FOR THE FASHION OBS
Registration Number:	3294468	THAT'S WHY I BLUEFLY
Registration Number:	3254500	STEAL-A-DAY
Serial Number:	85923247	HADLEY & JAMES
Registration Number:	2427015	FLYPAPER
Registration Number:	4223135	FLY AND MIGHTY
Registration Number:	4219316	COLETTE NICOLAI
Registration Number:	3468463	BLUEFLY
Registration Number:	3409665	BLUEFLY
Registration Number:	2579760	BLUEFLY

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2769397	BLUEFLY
Registration Number:	4199995	BELLE AND CLIVE
Registration Number:	4011153	ENVITE

CORRESPONDENCE DATA

Fax Number: 8167531536

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

Phone: 8167531000

Email: uspt@polsinelli.com

Correspondent Name: Andrea M. Porterfield

Address Line 1: 900 W. 48th Place, Suite 900

Address Line 4: Kansas City, MISSOURI 64112

ATTORNEY DOCKET NUMBER:	087845-554934
NAME OF SUBMITTER:	Andrea M. Porterfield
SIGNATURE:	/Andrea M. Porterfield/
DATE SIGNED:	01/18/2017

Total Attachments: 3

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TRADEMARK RELEASE AND REASSIGNMENT

THIS TRADEMARK RELEASE AND REASSIGNMENT is made as of January 11, 2017 by PNC BANK, NATIONAL ASSOCIATION, as Agent for certain Lenders (in such capacity, "Grantee");

WITNESSETH:

WHEREAS, Grantee, BLUEFLY, INC., a Delaware corporation, and EVT ACQUISITION CO., LLC, a New York limited liability company (each a "Grantor" and collectively, "Grantors"), were parties to that certain Trademark Security Agreement dated as of August 23, 2013 (the "Agreement") and pursuant to which each Grantor granted a security interest to Grantee in Trademark Collateral (as defined in the Agreement) as security for certain obligations owing by such Grantor to Grantee, including the Trademark Collateral set forth on Schedule I hereto; and

WHEREAS, the Agreement was recorded by the Trademark Division of the United States Patent and Trademark Office on August 26, 2013 at Reel 005097, Frame 0589; and

WHEREAS, each Grantor has requested that Grantee release its security interest in and lien on all of such Grantor's right, title and interest in, to and under the Trademark Collateral and reassign the same to each Grantor.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

1. Grantee hereby releases its security interest in and lien on all of such Grantor's right, title and interest in, to and under all Trademark Collateral, including, without limitation, all of the following:

(a) each Trademark listed on Schedule I annexed hereto, together with any reissues, continuations or extensions thereof, and all of the goodwill of the business connected with the use of, and symbolized by, each such Trademark; and

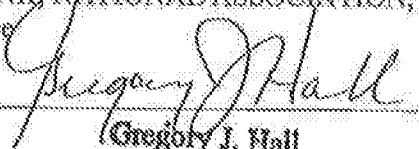
(b) all products and proceeds of the foregoing, including without limitation, any claim by each Grantor against third parties for past, present or future (i) infringement or dilution of each such Trademark, or (ii) injury to the goodwill associated with each such Trademark.

2. Grantee hereby reassigns, grants and conveys to each Grantor, without any representation, recourse or undertaking by Grantee, all of Grantee's right, title and interest in and to the Trademark Collateral.


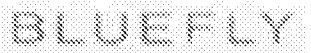

[Signature Page Follows.]

IN WITNESS WHEREOF, Grantee has caused this Trademark Release and Reassignment to be executed as of the day and year first above written.

PNC BANK NATIONAL ASSOCIATION,
as Grantee

By: 
Name: Gregory J. Hall
Title: Senior Vice President

Schedule I

#	Trademark	Registration Number/ Serial Number	Grantor
1.	THE ULTIMATE HOOK-UP FOR THE FASHION OBSESSED	3,278,399	Bluefly, Inc.
2.	THAT'S WHY I BLUEFLY	3,294,468	Bluefly, Inc.
3.	STEAL-A-DAY	3,254,500	Bluefly, Inc.
4.	HADLEY & JAMES	85-923247	Bluefly, Inc.
5.	FLYPAPER	2,427,015	Bluefly, Inc.
6.	FLY AND MIGHTY	4,223,135	Bluefly, Inc.
7.	COLETTE NICOLAI	4,219,316	Bluefly, Inc.
8.	BLUFFLY and Design 	3,468,463	Bluefly, Inc.
9.	BLUFFLY (Stylized) 	3,409,665	Bluefly, Inc.
10.	BLUFFLY	2,579,760	Bluefly, Inc.
11.	BLUFFLY	2,769,397	Bluefly, Inc.
12.	BELLE AND CLIVE	4,199,995	Bluefly, Inc.
13.	ENVITE and Design 	4,011,153	EVT ACQUISITION CO., LLC