

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM418721

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bluefly, Inc.		02/17/2017	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	DSI Assignments, LLC, a Delaware limited liability company, not individually, but solely in its capacity as assignee under that certain General Assignment for the Benefit of Creditors, dated January 20, 2017
Street Address:	333 South Grand Avenue
Internal Address:	Suite 4070
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90071
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	4640964	BF
Registration Number:	4737779	BLUE FLY BF
Registration Number:	4223135	FLY AND MIGHTY
Registration Number:	4199995	BELLE AND CLIVE
Registration Number:	4219316	COLETTE NICOLAI
Registration Number:	2769397	BLUEFLY
Registration Number:	2427015	FLYPAPER
Registration Number:	2579760	BLUEFLY
Registration Number:	4602437	HADLEY & JAMES

CORRESPONDENCE DATA

Fax Number:

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: 2138915031

Email: trademark@buchalter.com

Correspondent Name: Jessie K. Reider, CA Bar No. 2371113

CH \$240.00 4640964

Address Line 1: 1000 Wilshire Blvd., Suite 1500
Address Line 2: Buchalter
Address Line 4: Los Angeles, CALIFORNIA 90017

NAME OF SUBMITTER: Jessie K. Reider, CA Bar No. 2371113

SIGNATURE: /jkr/

DATE SIGNED: 03/07/2017

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this “**Trademark Assignment**”) is made and entered into by and between Bluefly, Inc., a Delaware corporation (“**Assignor**”), and DSI Assignments, LLC, a Delaware limited liability company, not individually, but solely in its capacity as assignee under that certain General Assignment for the Benefit of Creditors, dated January 20, 2017 (“**Assignee**”).

WHEREAS Bluefly, Inc. (hereinafter “**Assignor**”) was the sole and exclusive owner of the entire right, title and interest in and to the trademarks and the trademark applications and registrations identified in **Exhibit A** (collectively, the “**Marks**”), and all common law rights thereto and the goodwill associated therewith;

WHEREAS pursuant to that certain General Assignment for the Benefit of Creditors, dated January 20, 2017 (the “**General Assignment**”), Assignor assigned to Assignee all rights, title and interest in the Marks, together with the goodwill associated therewith; and

WHEREAS the Assignor and Assignee desire to memorialize the General Assignment for purposes of documenting a formal, recordable assignment providing for the transfer of the entire right, title and interest in and to the Marks, including all common law rights in and to the Marks, together with the goodwill associated therewith.

NOW, THEREFORE, the Assignor and Assignee agree as follows:

1. Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Marks, together with the Assignor’s goodwill in connection with which the Marks are used, and together with all income, royalties or payments in respect of the Marks due or payable as of the date hereof or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee’s own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

2. Assignor hereby appoints Assignee to file and record this instrument with the United States Patent and Trademark Office. Assignee shall request the Commissioner of Patents and Trademarks of the United States and the analogous individual or agency responsible for trademarks, service marks, trade/assumed names in other countries referenced in **Exhibit A**, to record Assignee as owner of the Trademarks, including any variations thereof, for the sole use and enjoyment of the Assignee and for the use and enjoyment of its successors, assigns or other legal representatives.

3. Assignor shall provide Assignee, its successors, assigns or other legal representatives, with reasonable cooperation and assistance at Assignee’s request and expense (including the execution and delivery of any and all documentation as may be reasonable required) in the recordation of this Assignment.

4. This Trademark Assignment will in all respects be interpreted, read construed and governed by the internal Laws of the State of Delaware, exclusive of its conflicts of law rules.

AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: 2/17/17

By: 
Bluefly, Inc.

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: _____

By: _____
DSI Assignments, LLC, a Delaware limited liability company, not individually, but solely in its capacity as assignee under an Assignment for the Benefit of the Creditors of Assignors under the laws of the State of Delaware

AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: _____

By: _____
Bluefly, Inc.

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: February 20, 2017

DSI Assignments, LLC, a Delaware limited liability company, not individually, but solely in its capacity as assignee under an Assignment for the Benefit of the Creditors of Assignors under the laws of the State of Delaware

By: Geoffrey L. Berman

Name: Geoffrey L. Berman
Title: Senior Managing Director,
Development Specialists, Inc., sole and
Managing member of DSI Assignments,
LLC

EXHIBIT A
Trademarks

Trade mark name	Trade mark office	Application number / Registration number
BF	US	86252323 / 4640964
BLUE FLY BF	US	86252320 / 4737779
BLUEFLY	CA	1109089-00 / TMA630657
BELLE AND CLIVE	EM	010716967 / 010716967
BLUEFLY	EM	001796218 / 001796218
BELLE AND CLIVE	CA	1569302-00 / TMA899820
FLY AND MIGHTY	US	85427960 / 4223135
BELLE AND CLIVE	US	85429665 / 4199995
COLETTE NICOLAI	US	85438060 / 4219316

BLUEFLY US 75499951 / 2769397

FLYPAPER US 75942461 / 2427015

BLUEFLY US 75981821 / 2579760

HADLEY & JAMES US 85923247 / 4602437

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