

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM418719

|                              |                              |
|------------------------------|------------------------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT               |
| <b>NATURE OF CONVEYANCE:</b> | RELEASE OF SECURITY INTEREST |
| <b>SEQUENCE:</b>             | 1                            |

## CONVEYING PARTY DATA

| Name                | Formerly | Execution Date | Entity Type           |
|---------------------|----------|----------------|-----------------------|
| Total Fashion, Inc. |          | 03/07/2017     | Corporation: DELAWARE |

## RECEIVING PARTY DATA

|                        |                       |
|------------------------|-----------------------|
| <b>Name:</b>           | Bluefly, Inc.         |
| <b>Street Address:</b> | 42 WEST 39TH STREET   |
| <b>City:</b>           | New York              |
| <b>State/Country:</b>  | NEW YORK              |
| <b>Postal Code:</b>    | 10018                 |
| <b>Entity Type:</b>    | Corporation: DELAWARE |

## PROPERTY NUMBERS Total: 12

| 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                                  |
| Registration Number: | 2769397  | BLUEFLY                                  |
| Registration Number: | 4199995  | BELLE AND CLIVE                          |

## CORRESPONDENCE DATA

Fax Number: 2138915031

*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

CH \$315.00 3278399

**Correspondent Name:** Jessie K. Reider, CA Bar No. 2371113  
**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: 2**

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**TERMINATION OF SECURITY INTEREST IN TRADEMARKS**

WHEREAS, Bluefly, Inc., a Delaware corporation (the “Grantor”), was the owner of record of the trademarks and applications listed on Exhibit A now issued or pending in the United States Patent and Trademark Office (the “Trademarks”);

WHEREAS, Grantor entered the Trademark Security Agreement dated August 23, 2013 (the “Security Agreement”) between Bluefly and PNC Bank, N.A., a true and correct copy of which was recorded by the United States Patent and Trademark Office on August 26, 2013 at Reel 5097/Frame 0587;

WHEREAS, Total Fashion, Inc. (the “Secured Party”), obtained the security interests in the Trademarks as the successor in interest of PNC Bank, N.A., which was recorded by the United States Patent and Trademark Office on January 18, 2017 at Reel 5970/Frame 0042; and

WHEREAS, the Secured Party desires to release its security interests in the Trademarks and terminate the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Secured Party:

1. Releases any and all liens, security interests, right, title, and interest of Secured Party pursuant to the Security Agreement in the Trademarks, without recourse or representation or warranty, express or implied; and
2. Authorizes and requests the Commissioner of Patents and Trademarks of the United States of America to note and record the existence of the release hereby given.

IN WITNESS WHEREOF, Secured Party has caused this Termination of Security Interest in Trademarks to be signed by its duly authorized representative as of this 7th day of March 2017.

Secured Party:




Total Fashion, Inc.

By: Behdad Eghbali

Name: Behdad Eghbali

Title: President

**EXHIBIT A**  
**(Trademarks)**

| #   | Trademark   | Registration Number/<br>Serial Number | Grantor                     |
|-----|---|---------------------------------------|-----------------------------|
| 1.  | THE ULTIMATE HOOK-UP<br>FOR THE FASHION<br>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<br> | 3,468,463                             | Bluefly, Inc.               |
| 9.  | BLUFFLY (Stylized)<br> | 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<br>  | 4,011,153                             | EVT ACQUISITION<br>CO., LLC |