

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM419620

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900397539
SEQUENCE:	3

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
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		03/07/2017	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Bluefly Acquisition, LLC
Street Address:	1515 15th Street
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90021
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
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
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SIGNATURE:	/jkr/
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DATE SIGNED:	03/14/2017
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Total Attachments: 4

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Trademark Assignment

WHEREAS 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 (hereinafter "Assignor"), owns, has used in its business and/or has rights, title and/or interest in and to the BLUEFLY trademark, including but not limited to all of the trademarks and the trademark registrations identified in Exhibit A herein, attached hereto and incorporated by this reference, and the goodwill symbolized by the trademark and all common law rights thereto (hereinafter collectively the "Marks");

WHEREAS is Bluefly Acquisition, LLC, a Delaware limited liability company with an address of 1515 E. 15th Street, Los Angeles, CA 90021 ("Assignee") desires to acquire by formal, recordable assignment the entire right, title and interest in and to the Marks, all common law rights in and to the Marks, as well as the goodwill symbolized by the Marks, and all on-going and existing business associated with the Marks; and

WHEREAS the parties desire to memorialize the assignment of the Marks and all common law rights in and to the Marks, together with the goodwill of the business symbolized therein, all on-going and existing business associated with the Marks and all common law rights relating thereto, and all rights to recover for past infringement.

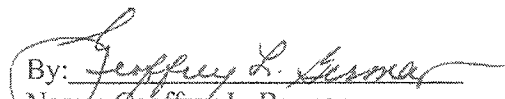
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right title and interest in and to the Marks and all common law rights in and to the Marks, together with the goodwill symbolized by the Marks, all on-going and existing business associated with the Marks and all common law rights relating thereto.

AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: March 7, 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: Development Specialists Inc.
Its: Sole and Managing Member

By: 
Name: Geoffrey L. Berman
Title: Senior Managing Director

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: March 7, 2017

Bluefly Acquisition, LLC

By: 

Name: Richard Cohen

Title: Manager

[Signature Page to Trademark Assignment to Buyer]

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TRADEMARK
REEL: 006010 FRAME: 0589

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

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BLUEFLY US 75499951 / 2769397

FLYPAPER US 75942461 / 2427015

BLUEFLY US 75981821 / 2579760

HADLEY & JAMES US 85923247 / 4602437

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RECORDED: 03/07/2017

**TRADEMARK
REEL: 006010 FRAME: 0591**