

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Sam O'Donahue	12/12/2007
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	New York & Company, Inc.
<b>Street Address:</b>	450 West 33rd Street
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10001
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29299026
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	J25-1265US
<b>NAME OF SUBMITTER:</b>	Peter C. Michalos, Atty for Applicant
<b>Total Attachments: 1</b> source=1265-ASS#page1.tif	

OP \$40.00 29299026

**ASSIGNMENT**

In consideration of the sum of One Dollar (\$1.00) in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned

Sara O'Donahue

hereby sells, assigns and transfers to

New York & Company, Inc., a Delaware corporation with offices located at  
450 West 33rd Street, New York, NY 10001

(hereinafter called the Assignee) the entire right, title and interest in and to any and all inventions and discoveries which are disclosed in the application for United States patent entitled

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which application was:

- (a) executed on the \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_
- (b) filed on the \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_ and given Application Serial No. \_\_\_\_\_


including any and all United States Letters Patent which may be granted therefor and any and all extensions, divisions, reissues, substitutes, renewals or continuations thereof and any and all United States Letters Patents granted thereon.

It is hereby authorized and requested that the Commissioner of Patents and Trademarks issue any and all said Letters Patent, when granted to said Assignee.

Further, it is agreed that, when requested by Assignee, the undersigned will execute without charge all divisional, continuing, substitute, renewal, and reissue patent applications, and execute all rightful other papers, and generally do everything possible for aiding in securing and maintaining proper patent protection.

Signed at 4:30 PM this 12<sup>th</sup> day of DECEMBER, 2007

Inventor(s): \_\_\_\_\_

  
Sara O'Donahue

Witness(es): \_\_\_\_\_

\_\_\_\_\_

**RECORD AND RETURN TO:**

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Orangeburg, New York 10962-2100  
(845) 359-7700

Customer No.: 21706

**PATENT**  
**RECORDED 2012/5 & ROOM: 0427**