

**Amended Interim Designation of Agent to Receive Notification
of Claimed Infringement**

Full Legal Name of Service Provider: ALLOY, INC.

Alternative Name(s) of Service Provider (including all names under which the service provider is doing business): www.alloygirl.com WWW.CCS.COM
www.alloymail.com
www.deliias.com

Address of Service Provider: 151 WEST 26th STREET, 11th FLOOR, NEW YORK, NY, 10001

Name of Agent Designated to Receive Notification of Claimed Infringement: GINA DIGIOIA

Full Address of Designated Agent to which Notification Should be Sent (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location):

151 WEST 26th STREET, 11th FLOOR, NEW YORK, NY, 10001

Telephone Number of Designated Agent: (212) 244-4307

Facsimile Number of Designated Agent: (212) 244-4311

Email Address of Designated Agent: ginad@alloy.com

Identify the Interim Designation to be Amended, by Service Provider Name and Filing Date, so that it may be Readily Located in the Directory Maintained by the Copyright Office: ALLOY, INC. - FILING DATE: JAN. 11, 2005

Signature of Representative of the Designating Service Provider: _____ Date: 10/06/08

Typed or Printed Name and Title: GINA DIGIOIA
SECRETARY / GENERAL COUNSEL

SCANNED 11 20 2008

Note: This Amended Interim Designation Must be Accompanied by a \$80 Filing Fee Made Payable to the Register of Copyrights.

Mail the form to:

Copyright GC/I&R
P.O. Box 70400
Washington, DC 20024



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