

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

**Full Legal Name of Service Provider:** Retail Convergence.Com, LP

**Alternative Name(s) of Service Provider (including all names under which the service  
provider is doing business):** www.ruelala.com  
www.smartbargains.com

**Address of Service Provider:** 20 Channel Center, 3rd Floor, Boston, Ma 02210

**Name of Agent Designated to Receive  
Notification of Claimed Infringement:** Marguerite J. Hill

**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):  
20 Channel Center, 3rd Floor, Boston, Ma 02210

**Telephone Number of Designated Agent:** 617-695-7300

**Facsimile Number of Designated Agent:** 617-695-7391

**Email Address of Designated Agent:** legal@ruelala.com

**Signature of the Designating Service Provider:**

**Date:** 5/15/12

**Typed or Printed Name and Title:** Marguerite J. Hill, VP, Legal Counsel

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

**\*Note: Current and adjusted fees are available on the Copyright website at  
[www.copyright.gov/docs/fees.html](http://www.copyright.gov/docs/fees.html)**

Mail the form to:  
Copyright I&R/Recordation  
P.O. Box 71537  
Washington, DC 20024



**Received**

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**Copyright Office**