

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

Full Legal Name of Service Provider: Bluefly, Inc.

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

Address of Service Provider: 42 West 39th Street, New York, New York 10018

Name of Agent Designated to Receive
Notification of Claimed Infringement: Jonathan P. Freedman

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):
Jonathan P. Freedman, Bluefly, Inc., 42 West 39th Street, New York, New York 10018

Telephone Number of Designated Agent: (212) 944-8000 (x313)

Facsimile Number of Designated Agent: (212) 937-2015

Email Address of Designated Agent: jon.freedman@bluefly.com

Signature of Officer or Representative of the Designating Service Provider:

Date: 10/31/07

Type of Printed Name and Title: Jonathan P. Freedman, General Counsel

SCANNED 10 25 - 2007

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

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