

PRIVACY POLICY

Iconix Brand Group, Inc., its affiliates and subsidiaries ("Iconix" or, collectively, "us," "we" or "our"), operate this website (the "Site"). This Privacy Policy sets forth our information practices and is incorporated therein by reference to the Terms and Conditions of Use of this Site. We encourage you to read this Privacy Policy carefully and to contact us if you have any questions. Your use of the Site indicates your acceptance of this Privacy Policy.

I. WHAT INFORMATION IS COLLECTED AND WHY

a. Information submitted by you

At times, we may ask you to provide information about yourself in order to better serve you. For example, some of the information collected may include name, title, address, phone number, email address, and personal information concerning your interests, occupation, gender and other demographic information. We do not require this information to obtain access to any area of our Site, however, you are required to create a new account or login as a registered user prior to ordering any products on our Site. If you wish to correct or remove your account information please follow the procedures set forth below in the section titled "Can I Update or Remove My Account Information?"

b. Information collected by Cookies

We also make use of website "cookies" to help you use our services more easily and to help us continuously improve our Site and our service to you. A "cookie" is a small data file that a website can send to your browser, which may then be stored on your computer to help our Site "remember" information about you to make it easier and more efficient to use our Site. Our Site employs session cookies. A session cookie does not remain on your computer after you close your web browser window. Our session cookies contain none of your personal information and cannot be used to track you around the internet. Our session cookies can only be used by this Site and they only exist for the duration of your visit. Depending on the settings in your browser, you may have the option to deny the session cookie; however, doing so may negatively impact upon the performance of the Site or restrict us in better serving your needs and interests. The "help" portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether.

II. HOW IS MY INFORMATION USED?

a. User Identification

For our sites that offer user registration, we may retain this information on a secure server so that on re-visiting our Site, you will not need to re-enter that information. We may use this information in an aggregated form to measure number of visits, average time spent on the Site, pages viewed, and other relevant statistics. We collect this information to measure the use of our Site and to improve the content of our Site.

b. Contacting You Concerning Promotions and New Products

We may request you to "opt-in" to receive certain communications from the Site. We will not send unsolicited messages to you concerning promotions or new products or other marketing material unless you have opted-in. If, after you have opted-in, you no longer wish to receive such communications from us please follow the procedures set forth below in the section titled How Can I "Opt-out" of Receiving E-mail Communications. Please note that your request to stop receiving these communications may not prevent us from sending such other ma. Please 0 rg /TT0 1 s fre7ymay no"s of o Ag 66h

