

## Intellectual Property Acquisition Opportunity

# Modnique® & Totsy®

**Bid Deadline:** November 24, 2015

## INTRODUCTION

Hilco Streambank is the exclusive agent for the sale of the intellectual property assets of MODNIQUE® and TOTSY®. The assets include trademarks, domain names and a database of approximately 4 million customers.

## BACKGROUND

### MODNIQUE

Founded in 2011, Modnique is a global online retailer of fashionable jewelry, apparel, shoes, watches and beauty products. Modnique formerly operated as a wholly owned subsidiary of Bidz.com, a jewelry ecommerce company. In 2012, both Bidz and Modnique were acquired by the Glendon Group who invested significant capital into fully launching Modnique.



Modnique is known for its flash sales of high-end designer brands such as Rolex, Louis Vuitton, Chanel, Celine and Hermes. Modnique's offerings cater to fashion savvy, but price conscious consumers searching for deals on designer products. Modnique's sales drew a meaningful international presence with roughly 55% of its revenues coming from international consumers.

Through the use of extensive email marketing campaigns Modnique generated approximately 24MM and 38MM\* in revenues in 2012 and 2013 respectively. At its peak Modnique averaged 800,000 visitors and ran over 500 flash sale events per month.

### TOTSY

In 2013, Modnique acquired Totsy, a renowned online retailer of baby apparel, maternity apparel, toys and housewares. Totsy, founded in 2009, operated as a flash sales website targeted to Moms with an eco-friendly focus. Prior to its sale to Modnique, Totsy had reached \$16.9 million in revenues and had raised \$34 million of venture capital funding. The acquisition of over 2MM Totsy customers allowed Modnique to offer a variety of juvenile products to a broader demographic. Modnique eventually rebranded the Totsy business as Modnique Kids, however the Totsy brand remains well recognized in the marketplace.



## CURRENT SITUATION

In August 2014, the assets of Modnique, were sold to New Leaf Holdings LLC through a Article 9 proceeding under the Uniform Commercial Code. The Modnique ecommerce platform continued to operate through July 2015.

## THE OPPORTUNITY

The Modnique and Totsy intellectual property assets are available for purchase either as a package or individually. The offering presents an opportunity to own and operate an international e-commerce retailer with a strong customer base comprised of young women.

### Customer Database

- Active customer database containing over 4MM email addresses
- 753k active email address with over 85K active buyers
- Over 80% of customers are female
- \$400 annual spend per active buyer
- \$140 average spend per order
- Averages 3-4 purchases per year

### Social Media Presence

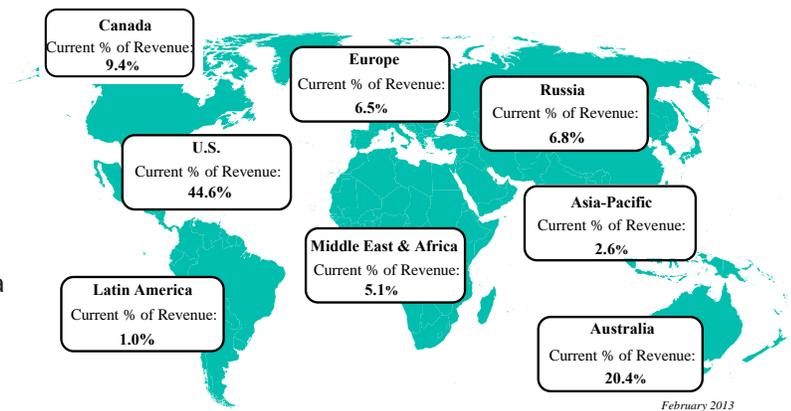
- Access to Facebook, Twitter and Instagram account
- Over 350k likes on Facebook
- Approximately 20K followers on Twitter
- 1,300 followers on Instagram



### International Brand Recognition

Modnique differentiated itself by implementing a global merchandising and sales strategy:

- Sold products in 150+ countries
- Launched localized sites in Belarus, Russia and Ukraine
- Significant customer bases in Australia, Canada and Russia
- Offered established and emerging international brands



## ASSETS

### TRADEMARK SCHEDULE

Trademark	Reg. No.	File Date / Reg. Date
Modnique	4612021	10/5/2012 / 7/15/2014
TOTSY	3799156	10/14/2009 / 6/8/2010
totsy	4076902	5/17/2011 / 10/11/2011

