

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Matthew Outdoor Advertising Acquisition Co., L.P.		07/27/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Magic Media, Inc.		
Street Address:	3146 Highway 41 South		
City:	Tifton		
State/Country:	GEORGIA		
Postal Code:	31793		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1945707	MAKING OUTDOOR EASY TO BUY	
CORRESPONDENCE DATA			
Fax Number:	(703)610-6200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-610-6147		
Email:	boxip@hhlaw.com		
Correspondent Name:	Timothy J. Lyden		
Address Line 1:	8300 Greensboro Drive, Suite 1100		
Address Line 2:	Box Intellectual Property		
Address Line 4:	McLean, VIRGINIA 22102		
ATTORNEY DOCKET NUMBER:	21727.02		
NAME OF SUBMITTER:	Timothy J. Lyden		
Total Attachments: 1 source=00000001#page1.tif			

CH \$40.00 1945707

TRADEMARK ASSIGNMENT

WHEREAS, Matthew Outdoor Advertising Acquisition Co. L.P., a Delaware limited partnership with offices at 420-A South First Street, Bangor, PA 18013 (the "Assignor"), owns the service mark MAKING OUTDOOR EASY TO BUY and the U.S. Service Mark Registration No. 1,945,707 therefor (the "Mark"); and

WHEREAS, Magic Media, Inc., a Delaware corporation with offices at 3146 Highway 41 South, Tifton, GA 31793 (the "Assignee"), desires to acquire all right, title and interest in and to the Mark, including any and all federal and state applications and registrations therefor.

NOW THEREFORE, for good and valuable consideration paid by Assignee, receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark, the federal registration therefor, and the right to sue and collect damages and/or profits for past infringements of the Mark.

IN WITNESS WHEREOF, Matthew Outdoor Advertising Acquisition Co., L.P. has caused this instrument to be signed by a duly authorized corporate officer and its corporate seal to be affixed, as of this 27 day of July, 2004.

MATTHEW OUTDOOR ADVERTISING
ACQUISITION CO. L.P.

By:

James P. McAndrew
James P. McAndrew

Chief Executive Officer and President