

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Promenade Magazine, Inc. | | 11/22/2004 | CORPORATION: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | Advantage Media & Communications, LLC | | |
| Street Address: | 20 Robinhood Road | | |
| City: | Summit | | |
| State/Country: | NEW JERSEY | | |
| Postal Code: | 07901 | | |
| Entity Type: | LLC: NEW JERSEY | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1385950 | PROMENADE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)592-1500 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 212.592.1400 | | |
| Email: | bwerb@herrick.com, rbrod@herrick.com | | |
| Correspondent Name: | Barry Werbin | | |
| Address Line 1: | 2 Park Avenue | | |
| Address Line 4: | New York, NEW YORK 10016 | | |
| NAME OF SUBMITTER: | Barry Werbin | | |
| Signature: | /bw/ | | |
| Date: | 12/22/2004 | | |

CH \$40.00 1385950

TRADEMARK ASSIGNMENT

Trademark Assignment dated as of this 22ND day of November, 2004, between PROMENADE MAGAZINE, INC., a New York corporation (“Assignor”) and ADVANTAGE MEDIA & COMMUNICATIONS, LLC, a New Jersey limited liability company (“Assignee”).

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement dated November 22, 2004;

WHEREAS, Assignor is the owner of all right, title and interest in and to the mark listed on the attached Schedule A (hereinafter “Mark”), the federal applications and registrations therefor, and the goodwill developed through the use of the Mark;

WHEREAS, Assignee is desirous of acquiring all rights to the Mark, and the applications and registrations therefor, and the goodwill of the business symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, the entire right, title, interest in and to the Mark and the applications and registrations therefor as identified on Schedule A and the goodwill of the business symbolized thereby, including the right to sue for and receive all damages from past infringements of the Marks the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Signed this 22ND day of November, 2004.

PROMENADE MAGAZINE, INC.

By: 

Name: MELISSA WHITE

Title: CEO

ADVANTAGE MEDIA &
COMMUNICATIONS, LLC

By: 

Name: Christopher I. Royer

Title:

SCHEDULE A

Mark
Promenade

Registration Number
1,385,950

Registration Date
March 11, 1986