

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
IDEX of Georgia, LLC		01/31/2007	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	Madavor Media, LLC		
Street Address:	420 Boylston Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02116		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2315592	IDEX	
CORRESPONDENCE DATA			
Fax Number:	(617)951-7050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-951-7021		
Email:	ronald.duvernay@ropesgray.com		
Correspondent Name:	Irina Mogilevich, Esq.		
Address Line 1:	One International Place		
Address Line 2:	Ropes & Gray LLP		
Address Line 4:	Boston, MASSACHUSETTS 02110-2624		
ATTORNEY DOCKET NUMBER:	MVOR-004		
NAME OF SUBMITTER:	Irina Mogilevich, Esq.		
Signature:	/i mogilevich/		

CH \$40.00 2315592

Date:

02/07/2007

Total Attachments: 4

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TRADEMARKS ASSIGNMENT

THIS TRADEMARKS ASSIGNMENT is dated as of January 31, 2007, and is made from **IDEX of Georgia, LLC**, a Georgia limited liability company with its principal place of business at 210 Smokerise Trace, Peachtree City, Georgia 30269 ("**Assignor**") on the one hand, to **Madavor Media, LLC**, a Delaware limited liability company with its principal place of business at 420 Boylston Street, Boston, Massachusetts 02116 ("**Assignee**") on the other hand.

WHEREAS, Assignor has adopted and used and is using in commerce the Marks set forth in the attached **Schedule 1** which are all the Marks owned by Assignor; and

WHEREAS, pursuant to the Asset Purchase Agreement dated as of December 12, 2006, Assignee wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee, said Marks and the goodwill associated with such Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns all rights, title and interests in and to the Marks, the goodwill of the business symbolized by the marks, all registrations and applications for registration thereof, if any, all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of said Marks, and all records and files relating to said Marks. This Trademarks Assignment will be governed by the laws of the Commonwealth of Massachusetts without regard to its conflicts of laws principles.

Assignor shall sign all documents, provide all testimony and, in general, do all lawful things reasonably requested of him by Assignee to carry out and fulfill the purposes and intent of this Trademarks Assignment.

Assignor hereby represents, warrants, and covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

[Signatures appear on the following pages.]

IN WITNESS WHEREOF, the parties have executed, made and entered into this Trademarks Assignment under seal as of the date first set forth above.

ASSIGNOR:

IDEX OF GEORGIA, LLC

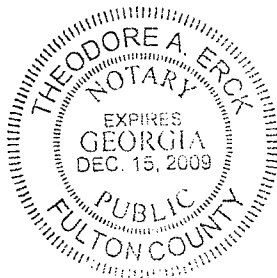
By: *Susan M. McCart*
Name: **Susan M. McCart**
Title: Operating Manager

THE STATE OF GEORGIA

County of Fulton

This instrument was executed before me on this 30TH day of JANUARY, 2007, by **Susan M. McCart**, the Operating Manager of IDEX of Georgia, LLC, a Georgia limited liability company, on behalf of said limited liability company.

WITNESS my hand and official seal.



Theodore A. Erck
Notary Public in and for
The State of Georgia

THEODORE A. ERCK

My Commission Expires _____

[SIGNATURE PAGE 1 TO TRADEMARKS ASSIGNMENT]

TRADEMARK
REEL: 003476 FRAME: 0265

572

ASSIGNEE:

MADAVOR MEDIA, LLC

By: _____
Name: **Jeffrey C. Wolk**
Title: Chairman and CEO

THE COMMONWEALTH OF MASSACHUSETTS

County of Middlesex

This instrument was executed before me on this ___ day of _____, 2007, by _____, the _____ (title) of Madavor Media, LLC, a Delaware limited liability company, on behalf of said limited liability company.

WITNESS my hand and official seal.

Notary Public in and for
The Commonwealth of Massachusetts

Printed or Typed Name of Notary

My Commission Expires _____

SWC

SCHEDULE 1

TRADEMARKS ASSIGNED

Trademark	Serial No.	Registration No.	Registration Date
IDEX	75-479.054	2.315.592	Feb. 08, 2000

[SCHEDULE 1 TO TRADEMARKS ASSIGNMENT]

5/11/07