

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
Frontline Marketing, Inc.		04/20/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Alloy Media		
Doing Business As:	DBA Frontline Marketing		
Street Address:	151 West 26th Street		
Internal Address:	11th floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2174552	FRONTLINE MARKETING	
Registration Number:	2370140	FRONTLOADER	
Registration Number:	1550170	SUPER AD	
CORRESPONDENCE DATA			
Fax Number:	(212)244-4311		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2122444307		
Email:	ginad@alloy.com		
Correspondent Name:	Gina DiGioia c/o Alloy, Inc.		
Address Line 1:	151 West 26th Street		
Address Line 2:	11th floor		
Address Line 4:	New York, NEW YORK 10001		
NAME OF SUBMITTER:	Gina DiGioia		

OP \$90.00 2174552

Signature:

/gd/

Date:

05/21/2007

Total Attachments: 5

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ASSIGNMENT OF THE TRADEMARKS AND DOMAINS

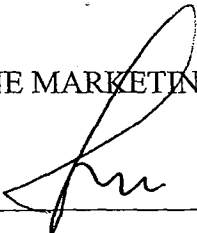
FRONTLINE MARKETING, INC., a Delaware corporation, having a place of business at 10 Corbin Drive, Darien, Connecticut 06820 ("**Assignor**"), is the owner of the trademarks and domains identified in **Schedule 1** attached hereto and fully incorporated herein ("**Trademarks**"). Assignor desires to sell, transfer and assign to ALLOY MEDIA, LLC, a Delaware limited liability company, having a place of business at 151 West 26th Street, 11th Floor, New York, New York 10001 ("**Assignee**"), all right, title and interest in and to (i) the Trademarks and to the federal trademark registrations with the United States Patent and Trademark Office owned by Assignor as listed on **Schedule 1** ("**Trademark Registrations**"); and (ii) the domain name registrations for the domains set forth on **Schedule 1** ("**Domain Registrations**").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, transfers and conveys to Assignee all of Assignor's worldwide right, title and interest in and to the Domain Registrations, the Trademarks and the Trademark Registrations (and all renewals and extensions thereof), together with the goodwill of the business associated with or symbolized by the Trademarks and Trademark Registration, and all rights to profits, damages and other relief for any past, present and future infringement of the Trademarks or Trademark Registrations, and the right to sue and collect the same for Assignee's own use and benefit and the benefit of Assignee's successors, assigns, or legal representatives.

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IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of April 20, 2007.

FRONTLINE MARKETING, INC.

By: 

Jeff Meyer
Name

Pres, CEO
Title

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6

SCHEDULE 1

REGISTERED TRADEMARK: See attached.

UNREGISTERED TRADEMARKS:

FrontLights
PDN Pharmacy display Network
Retail Brand Showcase
Display on Demand

DOMAIN NAMES:

Frontmark.com
Frontmark.net

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Frontline Marketing, Inc. (01511)

Trademark Report by Mark
Status: ACTIVE

Printed: 2/12/2007 Page

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<u>OWNER</u>							
FRONTLINE MARKETING							
UNITED STATES	300D430-US0	2/18/1997	75/243,650	7/21/1998	2,174,552	REGISTERED	35

35 - ADVERTISING DISPLAY SERVICES, NAMELY, POSTING AND MAINTENANCE OF IN-STORE ADVERTISING DISPLAYS AT SUPERMARKETS AND MASS MERCHANDIZING LOCATIONS

FRONTLOADER

UNITED STATES	300E963-US0	11/6/1998	75/583,925	7/25/2000	2,370,140	REGISTERED	035
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Frontline Marketing, Inc.

035 - PREPARING AND PROVIDING ADVERTISING DISPLAYS FOR OTHERS FOR USE IN SUPERMARKETS AND OTHER RETAIL STORES

SUPER AD

UNITED STATES	300E038-US0			8/1/1989	1,550,170	REGISTERED	20
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FRONTLINEMARKETING, INC.

20 - SIGN BOARDS, FOR INSTALLATION AT EACH CHECKOUT COUNTER OF A SUPERMARKET IDENTIFYING THE COUNTER NUMBER AND ADAPTED TO HOLD ADVERTISEMENTS

END OF REPORT

TOTAL ITEMS SELECTED

Domain Names

Frontmark.com Expires Dec 3, 2012

ALL-PURPOSE ACKNOWLEDGMENT

STATE OF Connecticut)
COUNTY OF Fairfield)


On April 24, 2007 before me, Rosamaria Di Preta,
Date Name, Title of Officer, e.g., "Jane Doe, Notary Public"

personally appeared Jefferson Myers
Name(s) of Signer(s)

personally known to me - **OR** - proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

Witness my hand and official seal.

ROSAMARIA DI PRETA
NOTARY PUBLIC
MY COMMISSION EXPIRES FEB. 28, 2010


Signature of Notary

CAPACITY CLAIMED BY SIGNER

- INDIVIDUAL(S)
- CORPORATE OFFICER(S) _____ Title(s)
- PARTNER(S)
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- SUBSCRIBING WITNESS
- GUARDIAN/CONSERVATOR
- OTHER: _____

SIGNER IS REPRESENTING:
Name of Person(s) or Entity(ies)

OPTIONAL NOTARY: Although the information requested below is **OPTIONAL**, it could prevent fraudulent attachment of this certificate to unauthorized document.

THIS CERTIFICATE MUST BE ATTACHED TO THE DOCUMENT DESCRIBED AT RIGHT:

Title or Type of Document: Assignment Of The Trademarks and the Domains

Number of Pages: 3 Date of Document: April 20, 2007

Signer(s) Other Than Named Above: _____