

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Direct Response Media, Inc.		02/27/2006	CORPORATION: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	On Target Media, Inc.		
<b>Street Address:</b>	1 Seaport Plaza		
<b>Internal Address:</b>	199 Water Street, 20th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10038		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2620796	MEDIATRAK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)439-4170		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(401) 276-6653		
<b>Email:</b>	lrollins@eapdlaw.com		
<b>Correspondent Name:</b>	George N. Chaclas		
<b>Address Line 1:</b>	111 Huntington Avenue		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02199		
<b>ATTORNEY DOCKET NUMBER:</b>	300535.0001		
<b>NAME OF SUBMITTER:</b>	George N. Chaclas		
<b>Signature:</b>	/George N. Chaclas/		
<b>Date:</b>	07/23/2007		

CH \$40.00 2620796

**Total Attachments: 4**

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**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (the "Assignment") is made as of this 27<sup>th</sup> day of February, 2006, by Direct Response Media, Inc., a corporation formed under the laws of Pennsylvania with an address at 489 Devon Park Drive, Suite 306, Wayne, Pennsylvania, 19087 ("Assignor"), and On Target Media, Inc., a Delaware corporation with an address c/o Seaport Capital, 1 Seaport Plaza, 199 Water Street, 20<sup>th</sup> Floor, New York, New York, 10038 ("Assignee").

WHEREAS, Assignor has adopted, used and is using of the marks (hereinafter referred to as the "Marks") in interstate commerce set forth in Schedule 1.

WHEREAS, Assignee wishes to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks along with the goodwill of the business symbolized thereby, including all rights therein provided by international conventions and treaties, as well as any and all rights derived from use of the Marks, either by itself or by licensees, as well as the right to sue for past, present and future infringement thereof.

2. Further Assurances. Assignor shall timely execute and deliver any additional documents and perform such additional acts necessary or desirable to record and perfect the interest of Assignee in and to the Marks, and shall not enter into any agreement in conflict with this Assignment.

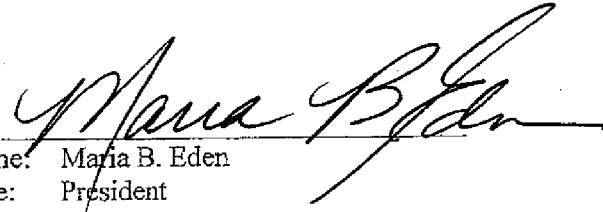
3. Governing Law. This Assignment shall be governed by and construed in accordance with the laws of the State of New York, without regard to the conflicts of law rules of such act.

4. Counterparts. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same agreement.

[Signature page to follow.]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the day and year first above written.

ASSIGNOR: Direct Response Media, Inc.

By:   
Name: Maria B. Eden  
Title: President

ASSIGNEE: On Target Media, Inc.

By: \_\_\_\_\_  
Name: Robert R. Tamashunas  
Title: Secretary

[Signature Page to Trademark Assignment]

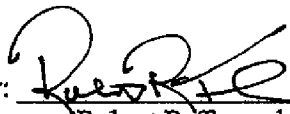
TRADEMARK  
REEL: 003587 FRAME: 0508

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ASSIGNOR: Direct Response Media, Inc.

By: \_\_\_\_\_  
Name: Maria B. Eden  
Title: President

ASSIGNEE: On Target Media, Inc.

By:  \_\_\_\_\_  
Name: Robert R. Tamashunas  
Title: Secretary

[Signature Page to Trademark Assignment]

TRADEMARK  
REEL: 003587 FRAME: 0509

Schedule 1  
Marks

Country	Serial No.	Filed	Registered	Mark	Reg. No.
US	76/284915	2001-07-21	2002-09-17	MEDIATRAK	2620796

Common Law Trademarks:



measurablydifferent.

