

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
360 Youth		01/06/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Alloy Media
Doing Business As:	DBA Alloy Entertainment
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: 16

Property Type	Number	Word Mark
Serial Number:	78786692	FRENEMIES
Serial Number:	78765602	CLIQUE
Serial Number:	78661454	GODDESSES
Serial Number:	78786660	FRENEMIES
Serial Number:	78695051	ALLOY ENTERTAINMENT
Serial Number:	78765611	CLIQUE
Serial Number:	78228909	SAMURAI GIRL
Serial Number:	78439521	A-LIST
Serial Number:	78145012	SAMURAI GIRL
Serial Number:	76975239	GODDESSES
Serial Number:	76541438	SISTERHOOD OF THE TRAVELING PANTS
Serial Number:	76480448	GOSSIP GIRL

OP \$415.00 78786692

Serial Number:	76289400	17TH STREET PRODUCTIONS
Serial Number:	75982773	THE BLACK BOOK
Serial Number:	75982219	SWEEP
Serial Number:	75396360	SPY GIRLS

CORRESPONDENCE DATA

Fax Number: (212)724-3290

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-724-3290

Email: gallit@schullerlegal.net

Correspondent Name: Gallit Schuller, Esq.

Address Line 1: LAW OFFICE OF GALLIT SCHULLER

Address Line 2: 140 RIVERSIDE DR STE 4C

Address Line 4: NEW YORK, NEW YORK 10024-2605

NAME OF SUBMITTER:	Gina DiGioia
Signature:	/gd/
Date:	11/02/2007

Total Attachments: 2

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Delaware

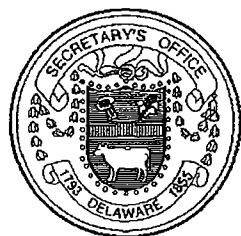
PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "360 YOUTH, LLC", CHANGING ITS NAME FROM "360 YOUTH, LLC" TO "ALLOY MEDIA, LLC", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF JANUARY, A.D. 2007, AT 2:12 O'CLOCK P.M.

3596365 8100

070047369



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5356240

DATE: 01-16-07

TRADEMARK

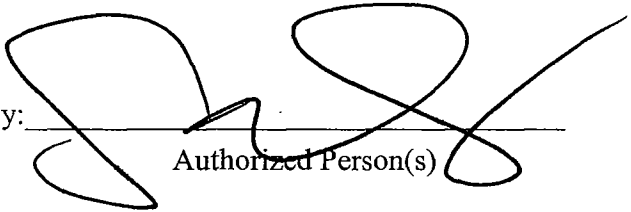
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**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company: 360 Youth, LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows: the company hereby changes its name from 360 Youth, LLC to Alloy Media, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 16th day of January, A.D. 2007.

By:  _____
Authorized Person(s)

Name: Gina R. DiGioia
Print or Type