

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
New York Magazine Holdings, LLC		08/03/2007	LIMITED LIABILITY COMPANY:

**RECEIVING PARTY DATA**

<b>Name:</b>	New York Media, LLC
<b>Street Address:</b>	75 Varick Street
<b>Internal Address:</b>	4th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10013
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY:

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	3155381	ASK A SHOP CLERK
Registration Number:	3010335	BEAUTY OF NEW YORK
Registration Number:	3010334	BEAUTY OF NEW YORK
Registration Number:	0993961	BEST BETS
Registration Number:	1169756	CITYSIDE
Registration Number:	3161151	ECONOMY OF ONE
Registration Number:	1159990	INTELLIGENCER
Registration Number:	3252592	MARKET RESEARCH
Registration Number:	1136766	NEW YORK
Registration Number:	1135730	NEW YORK
Registration Number:	3362300	NEW YORK BEST DOCTORS
Serial Number:	77258411	NEW YORK BY NEW YORK
Registration Number:	2993953	NEW YORK FAMILY GUIDE

OP \$415.00 3155381

Serial Number:	77345550	NEW YORK LOOK
Registration Number:	2624243	NEW YORK MAGAZINE SHOPS
Registration Number:	2984758	NEW YORK WEDDINGS

**CORRESPONDENCE DATA**

Fax Number: (614)464-1737  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 614.559.7282  
Email: squimby@fbtlaw.com  
Correspondent Name: Samantha M. Quimby  
Address Line 1: 10 West Broad Street  
Address Line 2: Suite 2300  
Address Line 4: Columbus, OHIO 43215-3484

ATTORNEY DOCKET NUMBER:	0109087.0537685
NAME OF SUBMITTER:	Samantha M. Quimby
Signature:	/samantha m quimby/
Date:	01/14/2008

Total Attachments: 2  
source=New York Media Name Change#page1.tif  
source=New York Media Name Change#page2.tif

# Delaware

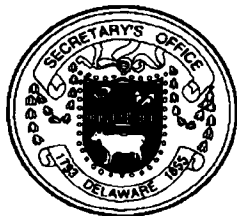
PAGE 1

*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 "NEW YORK MAGAZINE HOLDINGS LLC", CHANGING ITS NAME FROM "NEW YORK MAGAZINE HOLDINGS LLC" TO "NEW YORK MEDIA LLC", FILED IN THIS OFFICE ON THE SIXTH DAY OF AUGUST, A.D. 2007, AT 6:25 O'CLOCK P.M.

3740225 8100

070895277



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5905680

DATE: 08-06-07

TRADEMARK  
REEL: 003695 FRAME: 0995

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 06:27 PM 08/06/2007  
FILED 06:25 PM 08/06/2007  
SRV 070895277 - 3740225 FILE

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company: NEW YORK MAGAZINE HOLDINGS LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows:

FIRST: The name of the limited liability company is New York Media LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 3rd day of August, A.D. 2007

By: /s/ Michael Struble  
Authorized Person(s)

Name: Michael Struble  
Print or Type