

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
NEW YORK MAGAZINE HOLDINGS LLC		08/03/2007	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	NEW YORK MEDIA LLC		
Street Address:	75 Varick Street, 4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	77226117	NEW YORK MEDIA	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)755-7306		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-326-3939		
Email:	NYTEF@JONESDAY.COM		
Correspondent Name:	JONES DAY		
Address Line 1:	222 EAST 41ST STREET		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	012158-0003-999		
NAME OF SUBMITTER:	Elizabeth S. Langston		
Signature:	/Elizabeth S. Langston/		
Date:	04/11/2008		

CH \$40.00 77226117

Total Attachments: 2

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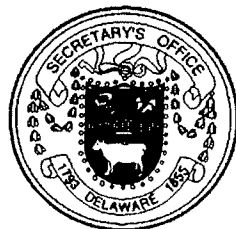
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# Delaware

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*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: 003758 FRAME: 0347

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