

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
New York Magazine Holdings, LLC		08/03/2007	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	New York Media, LLC		
Street Address:	75 Varick Street		
Internal Address:	4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	78711847	THE APPROVAL MATRIX	
Serial Number:	78711877	THE LOOK BOOK	
Serial Number:	78711907	STRATEGIST	
Serial Number:	76595865	TASTE OF NEW YORK	
Serial Number:	73090323	UNDERGROUND GOURMET	
Registration Number:	1171786	THE NATIONAL INTEREST	
Registration Number:	2988734	STRICTLY PERSONALS	
Registration Number:	2988733	STRICTLYPERSONAL.COM	
Registration Number:	1238265	THE BOTTOM LINE	
Serial Number:	76608177	NEWYORKMETROMIXER	
Serial Number:	78762630	VU.	
CORRESPONDENCE DATA			

OP \$290.00 78711847

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, kreidenbach@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

NAME OF SUBMITTER:	Samantha M. Quimby
Signature:	/samantha m quimby/
Date:	04/16/2008

Total Attachments: 2
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Delaware

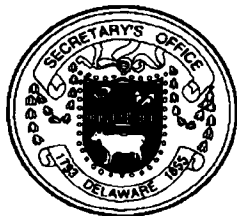
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The First State

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: 003761 FRAME: 0127

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