

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Niche Media, LLC		09/29/2006	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Niche Media Holdings, LLC		
Street Address:	901 North Green Valley Parkway, Ste. 210		
City:	Henderson		
State/Country:	NEVADA		
Postal Code:	89074		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78799505	ARBITERS OF COOL	
CORRESPONDENCE DATA			
Fax Number:	(702)949-8398		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(702) 949-8200		
Email:	TRADEMARKS2-LASVEGAS@LRLAW.COM		
Correspondent Name:	Jennifer K. Craft, Esq.		
Address Line 1:	3993 Howard Hughes Parkway, Suite 600		
Address Line 4:	Las Vegas, NEVADA 89169		
ATTORNEY DOCKET NUMBER:	55105-00001 - ARBITERS		
NAME OF SUBMITTER:	Jennifer K. Craft, Esq.		
Signature:	/Jennifer K. Craft/		
Date:	05/01/2008		

CH \$40.00 78799505

Total Attachments: 12

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MEMBER'S INTEREST PURCHASE AGREEMENT

THIS MEMBER'S INTEREST PURCHASE AGREEMENT (this "Agreement"), dated as of September 29, 2006, is by and among Niche Media, LLC, a New York limited liability company ("Holdings"), each of the entities listed on Schedule I (the "Holdings Subsidiaries"), each of Jason Binn, Moreton Binn, John D. Howard, Randolph Schindler, Miramax Film Corp. and Cristina G. Cuomo (each, a "Seller" and collectively, the "Sellers"), and Greenspun Media Group, LLC, a Nevada limited liability company (the "Purchaser").

WHEREAS, prior to the Closing and in connection with the Transactions, Holdings formed a new wholly-owned subsidiary, Niche Media Holdings, LLC, a Nevada limited liability company ("New Holdings");

WHEREAS, at the Closing and in connection with the Transactions, and after the formation of New Holdings and the formation of the New Subsidiaries, Holdings shall contribute all of its Assets (other than any Excluded Assets), and including all of its Interests in the New Subsidiaries, and its Assumed Liabilities, to New Holdings (the "Holdings Contribution");

"Assts" means all tangible and intangible assets and property used in or necessary to operate the Business, including all magazines and publications (including *Aspen Peak, Atlantic City, Boston Common, Capitol File, Golden Gate, Gotham, Hamptons, Los Angeles Confidential* and *Michigan Avenue*), customer lists, advertiser lists, Holdings Owned Intellectual Property, Used Intellectual Property, IP Agreements, IP Enforcement Documents, Leased Property, Material Contracts and Tangible Personal Property, and all rights thereto and goodwill associated therewith.

IN WITNESS WHEREOF, the undersigned have caused this Agreement to be signed by their respective duly authorized managing members, managers or officers, as appropriate, as of the date first written above.

NICHE MEDIA, LLC

By: _____
Name: _____
Title: _____

ACME COMPACTOR, LLC

By: _____
Name: _____
Title: _____

ASPEN PEAK MAGAZINE, LLC

By: _____
Name: _____
Title: _____

ATLANTIC CITY MEDIA, LLC

By: _____
Name: _____
Title: _____

BOSTON COMMON MEDIA, LLC

By: _____
Name: _____
Title: _____

TRADEMARK

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CAPITOL HILL MEDIA, LLC

By: _____
Name: _____
Title: _____

GOLDEN GATE MEDIA, LLC

By: _____
Name: _____
Title: _____

GOTHAM MEDIA LLC

By: _____
Name: _____
Title: _____

HAMPTONS MEDIA, LLC

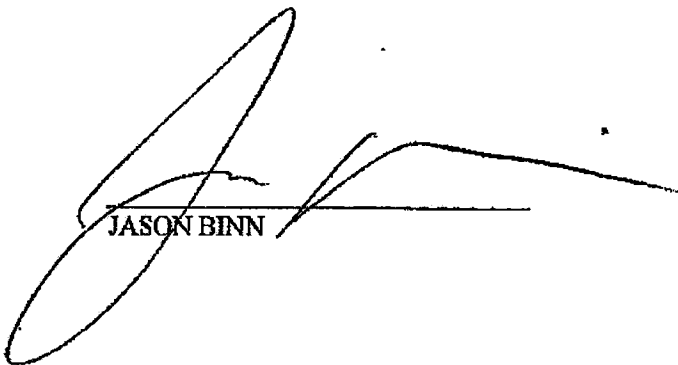
By: _____
Name: _____
Title: _____

LOS ANGELES CONFIDENTIAL
MEDIA, LLC

By: _____
Name: _____
Title: _____

MICHIGAN AVENUE MEDIA, LLC

By: _____
Name: _____
Title: _____



JASON BINN


MORETON BINN

JOHN D. HOWARD

RANDOLPH SCHINDLER

MIRAMAX FILM CORP.

By: _____
Name: _____
Title: _____

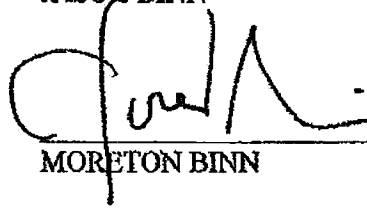


CRISTINA G. CUOMO

GREENSPUN MEDIA GROUP, LLC

By: _____
Name: _____
Title: _____

JASON BINN



MORETON BINN

JOHN D. HOWARD

RANDOLPH SCHINDLER

MIRAMAX FILM CORP.

By: _____
Name: _____
Title: _____

CRISTINA G. CUOMO

GREENSPUN MEDIA GROUP, LLC

By: _____
Name: _____
Title: _____

JASON BINN

MORETON BINN



JOHN D. HOWARD

RANDOLPH SCHINDLER

MIRAMAX FILM CORP.

By: _____
Name: _____
Title: _____

CRISTINA G. CUOMO

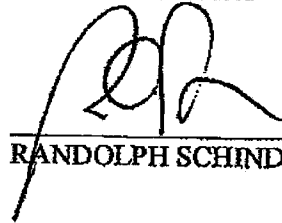
GREBNSPUN MEDIA GROUP, LLC

By: _____
Name: _____
Title: _____

JASON BINN

MORETON BINN

JOHN D. HOWARD



RANDOLPH SCHINDLER

MIRAMAX FILM CORP.

By: _____
Name: _____
Title: _____

CRISTINA G. CUOMO

GREENSPUN MEDIA GROUP, LLC

By: _____
Name: _____
Title: _____


JASON BINN

MORETON BINN

JOHN D. HOWARD

RANDOLPH SCHINDLER

MIRAMAX FILM CORP.

By: 
Name: Joseph M. Santaniello
Title: Vice President and
Assistant Secretary

CRISTINA G. CUOMO

GREENSPUN MEDIA GROUP, LLC

By: _____
Name: _____
Title: _____

JASON BINN

MORETON BINN

JOHN D. HOWARD

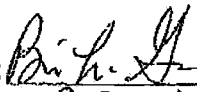
RANDOLPH SCHINDLER

MIRAMAX FILM CORP.

By: _____
Name: _____
Title: _____

CRISTINA G. CUOMO

GREENSPUN MEDIA GROUP, LLC

By: 
Name: Brian L. Greenspan
Title: Manager

Schedule IV

EXCLUDED ASSETS

BridgeHamptons Polo Magazine

Disclosure Section 3.10(a) Registered or Common Law Marks

3.10(a)		Registered or Common Law* Marks			
*Common law rights are claimed in all marks listed below not yet granted registration by the USPTO.					
TRADEMARK	INTERNATIONAL BUSINESS SERVICES	78799505	n/a	1/25/2006	n/a
ARBITERS OF COOL	Arranging contests in print and on-line magazines to determine the best bartender in different geographic locales				Niche Media, LLC