

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
Tackle		01/23/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Alloy Media		
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: 3			
Property Type	Number	Word Mark	
Registration Number:	3314434	TAKKLE	
Registration Number:	3282857	ONE FIELD	
Serial Number:	77034142	YOU GAME?	
CORRESPONDENCE DATA			
Fax Number:	(212)724-3290		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2127243290		
Email:	gallit@schullerlegal.net		
Correspondent Name:	Gallit Schuller		
Address Line 1:	140 Riverside Drive		
Address Line 2:	4C		
Address Line 4:	New York, NEW YORK 10024		
NAME OF SUBMITTER:	Michael Fitzgerald		
Signature:	/mf/		

OP \$90.00 3314434

Date:

03/06/2009

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS AND DOMAINS

TAKKLE, INC., a Delaware corporation, having a principal place of business at 245 West 17th Street, 11th Floor, New York, NY 10011 (“**Assignor**”), is the owner of the trademarks and domains identified in **Schedule 1** attached hereto and fully incorporated herein (“**Trademarks**”). Assignor desires to sell, transfer and assign to ALLOY MEDIA, LLC, a Delaware limited liability company, having a principal place of business at 151 West 26th Street, 11th Floor, New York, New York 10001 (“**Assignee**”), all right, title and interest in and to (i) the Trademarks and to the federal trademark registrations with the United States Patent and Trademark Office owned by Assignor as listed on **Schedule 1** (“**Trademark Registrations**”); and (ii) the domain name registrations for the domains set forth on **Schedule 1** (“**Domain Registrations**”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, transfers and conveys to Assignee all of Assignor’s worldwide right, title and interest in and to the Domain Registrations, the Trademarks and the Trademark Registrations (and all renewals and extensions thereof), together with the goodwill of the business associated with or symbolized by the Trademarks and Trademark Registrations, and all rights to profits, damages and other relief for any past, present and future infringement of the Trademarks or Trademark Registrations, and the right to sue and collect the same for Assignee’s own use and benefit and the benefit of Assignee’s successors, assigns, or legal representatives.

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IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademarks and
Domains effective as of January 23 2009.

TAKKLE, INC.

By: 

Name: David Birnbaum

Title: President

ALL-PURPOSE ACKNOWLEDGMENT

STATE OF New York
COUNTY OF New York

On 1/23/09 before me, Carl M. Simms, Notary Public
Date Name, Title of Officer, e.g., "Jane Doe, Notary Public"

personally appeared David Birnbaum
Name(s) of Signer(s)

[] personally known to me - OR - [X] proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

CARL M. SIMMS
Notary Public - State of New York
ID No. 01S18188175
Qualified in New York County
My Commission Expires June 2, 2012

Witness my hand and official seal.

Carl M. Simms
Signature of Notary

CAPACITY CLAIMED BY SIGNER

- [] INDIVIDUAL(S)
- [X] CORPORATE OFFICER(S) J. B. R.
PRESIDENT
Title(s)
- [] PARTNER(S)
- [] ATTORNEY-IN-FACT
- [] TRUSTEE(S)
- [] SUBSCRIBING WITNESS
- [] GUARDIAN/CONSERVATOR
- [] OTHER: _____

SIGNER IS REPRESENTING:

Name of Person(s) or Entity(ies)

TAVULE, INC.

ATTENTION NOTARY: Although the information requested below is OPTIONAL, it could prevent fraudulent attachment of this certificate to unauthorized document.

THIS CERTIFICATE MUST BE ATTACHED TO THE DOCUMENT DESCRIBED AT RIGHT:

Title or Type of Document: Assignment Of Trademarks and Domains
Number of Pages: ___ Date of Document: _____
Signer(s) Other Than Named Above: _____

SCHEDULE 1

TRADEMARKS AND SERVICE MARKS:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Registration/Application Number</u>	<u>Registration/Applic ation Date</u>	<u>Country/ State</u>
TAKKLE logo	78-830189	3/6/2006	3314434	10/16/2007	United States
TAKKLE "One Field"	78-855730	4/6/2006	3282857	8/21/2007	United States
TAKKLE "You Game"	Application pending with USPTO	8/27/2007	77034142	11/01/2006	United States

DOMAIN NAMES:

<u>Domain Name</u>	<u>Date of Registration</u>	<u>Date of Expiration</u>
1FIELD.COM	5/17/2006	5/17/2010
1FIELD.MOBI	9/26/2006	9/26/2010
1FIELD.ORG	5/24/2006	5/24/2010
HSPRIMETIME.COM	4/15/2008	4/15/2011
MYTAKKLE.COM	9/29/2006	9/29/2009
ONEFIELD.COM	9/26/2006	9/26/2010
ONEFIELD.MOBI	9/26/2006	9/26/2010
ONEFIELD.ORG	5/17/2006	5/17/2009
TACKKLE.COM	9/29/2006	9/29/2009
TAKKLE.BIZ	3/18/2008	3/17/2010
TAKKLE.CO.UK	5/24/2006	5/24/2010
TAKKLE.COM	9/8/2005	9/8/2011
TAKKLE.MOBI	8/28/2006	9/26/2010
TAKKLE.NAME	3/18/2008	3/18/2010
TAKKLE.ORG	5/24/2006	5/24/2009
TAKKLECLUB.COM	3/1/2006	3/1/2009
TAKKLEFACES.COM	9/29/2006	9/29/2009
TAKKLELIVE.TV	9/29/2007	9/29/2009
TAKKLEONLINE.COM	5/22/2006	5/22/2009
TAKKLETV.COM	11/15/2007	11/15/2009