

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
Ms. Coleen Christian		03/23/2009	INDIVIDUAL: UNITED STATES
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: 1			
Property Type	Number	Word Mark	
Registration Number:	2642904	GOSSIP GIRL	
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:	Suite 4C		
Address Line 4:	New York, NEW YORK 10024		
NAME OF SUBMITTER:	Michael Fitzgerald		
Signature:	/mf/		
Date:	04/10/2009		

OP \$40.00 2642904

Total Attachments: 3

source=Coleen Christian Gossip Girl Assignment#page1.tif

source=Coleen Christian Gossip Girl Assignment#page2.tif

source=Coleen Christian Gossip Girl Assignment#page3.tif


ASSIGNMENT OF TRADEMARKS AND DOMAINS

Coleen Christian, an individual having a primary residence at 60 Highland Avenue Glen Ridge, NJ 07028 (“**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.

[Remainder of Page Intentionally Left Blank]

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

By: 
Coleen Christian

[Signature Page to Assignment of Trademarks and Domains Agreement]

Attention: Lin Dai

Int. Cls.: 16 and 42

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100 and 101

Reg. No. 2,642,904

United States Patent and Trademark Office

Registered Oct. 29, 2002

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

GOSSIP GIRL

CHRISTIAN, COLEEN A. (UNITED STATES INDIVIDUAL)
1214 GENERAL MERCER ROAD
WASHINGTON CROSSING, PA 18977

FOR: SYNDICATED MAGAZINE COLUMN FEATURING GOSSIP AND ENTERTAINMENT, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-1-1999; IN COMMERCE 7-1-1999.

FOR: COMPUTER SERVICES, NAMELY, ONLINE SYNDICATED COLUMNS IN MAGAZINES

IN THE FIELDS OF GOSSIP AND ENTERTAINMENT, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 7-1-1999; IN COMMERCE 7-1-1999.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GOSSIP", APART FROM THE MARK AS SHOWN.

SER. NO. 78-045,426, FILED 1-29-2001.

DEZMONA MIZELLE, EXAMINING ATTORNEY