

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of Licenses effective 8/14/2007		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Felix Dennis		08/25/2009	INDIVIDUAL: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Alpha Media Group, Inc.		
Street Address:	1040 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	2072696	MAXIM	
Registration Number:	2449119	MAXIM	
Registration Number:	2449110	MAXIM ONLINE	
Registration Number:	2922400	M	
Registration Number:	2976481	MAXIM RADIO	
Registration Number:	3068330	MAXIM RADIO	
Registration Number:	2983401	MAXIM TV	
Registration Number:	2976337	MAXIM TV	
Registration Number:	3085737	MAXIM CASINO	
Serial Number:	78371631	MAXIM HOTEL	
Serial Number:	78363739	MAXIM HOTEL AND CASINO	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		

CH \$290.00 2072696

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TRADEMARK  
REEL: 004059 FRAME: 0858

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 212-468-4823  
Email: jkatz@dglaw.com, jwatson@dglaw.com, chinton@dglaw.com,  
trademarks@dglaw.com  
Correspondent Name: Jeffrey C. Katz  
Address Line 1: Davis & Gilbert LLP  
Address Line 2: 1740 Broadway  
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	22800-20-15 (ASSIGNMENT)
NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/Jeffrey C. Katz/
Date:	09/11/2009
Total Attachments: 1 source=confirmation of Assignment (release 25 Aug 2009)#page1.tif	

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## CONFIRMATION OF ASSIGNMENT

## Recitals

WHEREAS, pursuant to that certain Intellectual Property Transfer Agreement (the "IP Transfer Agreement"), dated August 14, 2007, among Felix Dennis ("Mr. Dennis"), Alpha Media Group, Inc. ("Alpha"), Dennis Publishing, Inc. ("DPI"), and certain other parties thereto, Mr. Dennis assigned the following trademarks (the "Marks"), and corresponding registrations or applications in the United States, to Alpha:

MAXIM (Reg. Nos. 2072696 and 2449119)  
MAXIM ONLINE (Reg. No. 2449110)  
M logo (Reg. No. 2922400)  
MAXIM RADIO (Reg. Nos. 2976481 and 3068330))  
MAXIM TV (Reg. Nos. 2983401 and 2976337)  
MAXIM CASINO (Reg. No. 3085737)  
MAXIM HOTEL (App. Ser. No. 78/371631)  
MAXIM HOTEL AND CASINO (App. Ser. No. 78/363739)

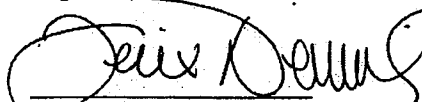
WHEREAS, pursuant to the IP Transfer Agreement, Mr. Dennis assigned to Alpha various exclusive license agreements related to the Marks between Mr. Dennis, as licensor, and DPI, as licensee; and

WHEREAS, Mr. Dennis, as licensor, and DPI, as licensee, may have entered into other exclusive license agreements related to the Marks that were not specifically set forth in the IP Transfer Agreement (the "Additional License").

## Confirmation

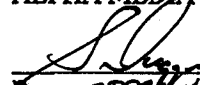
To the extent not previously assigned under the IP Transfer Agreement, Mr. Dennis hereby assigns, sells, transfers, and conveys to Alpha, and Alpha hereby assumes and agrees to perform and discharge, the Additional Licenses; and, to the extent necessary, DPI hereby irrevocably consents to such assignment, sale, transfer, and conveyance. The parties acknowledge and agree that the foregoing assignment shall be pursuant to the terms and conditions applicable to the assignment of the Assigned IP Contracts (as defined in the IP Transfer Agreement) under the IP Transfer Agreement and for such purposes the Additional Licenses shall be deemed Assigned IP Contracts.

Date: August 25, 2009

  
FELIX DENNIS

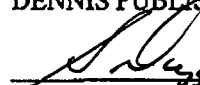
Sept 4  
Date: August 25, 2009

ALPHA MEDIA GROUP, INC.

  
By: STEPHEN C. DUGGAN  
Title: CEO

Sept 4  
Date: August 25, 2009

DENNIS PUBLISHING, INC.

  
By: STEPHEN C. DUGGAN  
Title: CEO

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