

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Quaker City Mercantile, Inc.		09/10/2009	CORPORATION: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	New York Media LLC		
<b>Street Address:</b>	75 Varick Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10013		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3368526	VULTURE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)554-7700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 554 7800		
Email:	ebergner@mosessinger.com		
Correspondent Name:	Eric Bergner		
Address Line 1:	405 Lexington Avenue		
Address Line 2:	The Chrysler Building		
Address Line 4:	New York, NEW YORK 10174		
ATTORNEY DOCKET NUMBER:	009465-0105/VULTURE		
NAME OF SUBMITTER:	Eric Bergner		
Signature:	/Eric Bergner/		
Date:	09/14/2009		

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Total Attachments: 1  
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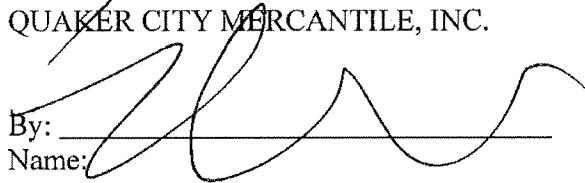
Trademark Assignment, dated as of September 10, 2009 from Quaker City Mercantile, Inc. ("Assignor"), a Pennsylvania corporation, to New York Media LLC ("Assignee"), a Delaware limited liability company d/b/a in the State of New York as New York Media (DE) LLC

In accordance with and subject to the terms and conditions of the Trademark Assignment Agreement dated as of September 10, 2009, by and between Assignor and Assignee, and for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee the entire right, title, interest in, to and under the following trademark (the "Trademark"), including the United States registration for the Trademark as well as any and all common law rights in the Trademark, together with that part of the good will of the business connected with the use of and symbolized by the Trademark:

**VULTURE** (U.S. Registration No. 3368526).

Assignor hereby authorizes and requests the Commissioner of Patent and Trademarks of the United States of America to record Assignee as the owner of the Trademark and to issue any and all registrations, including renewals thereof, to Assignee, its successors, assigns, nominees, or other legal representatives.

QUAKER CITY MERCANTILE, INC.

By:   
Name: \_\_\_\_\_  
Title: \_\_\_\_\_