

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
Magic Media, Inc.		10/15/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Magic Media, LLC		
Street Address:	420-A South First Street		
City:	Bangor		
State/Country:	PENNSYLVANIA		
Postal Code:	18013		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3009617	MAGIC MEDIA	
Registration Number:	1945707	MAKING OUTDOOR EASY TO BUY	
Registration Number:	3009618	MAGIC MEDIA	
CORRESPONDENCE DATA			
Fax Number:	(703)610-6200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-610-6100		
Email:	boxip@hhlaw.com		
Correspondent Name:	Timothy J. Lyden, Hogan & Hartson L.L.P.		
Address Line 1:	7930 Jones Branch Drive		
Address Line 2:	Box Intellectual Property		
Address Line 4:	McLean, VIRGINIA 22102		
ATTORNEY DOCKET NUMBER:	21727.20		
NAME OF SUBMITTER:	Timothy J. Lyden		

CH \$90.00 3009617

900145443

**TRADEMARK
 REEL: 004079 FRAME: 0376**

Signature:	/Timothy J. Lyden/
Date:	10/15/2009
Total Attachments: 3 source=Magic Media Trademark Assignment#page1.tif source=Magic Media Trademark Assignment#page2.tif source=Magic Media Trademark Assignment#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Magic Media, Inc., a Delaware corporation with offices located at 420-A South First Street, Bangor, PA 18013 (the "Assignor"), owns the trademarks listed in the attached Schedule I, including any and all federal applications and registrations therefor (collectively, the "Marks"); and

WHEREAS, Magic Media, LLC, a Delaware limited liability company with offices located at 420-A South First Street, Bangor, PA 18013 ("Assignee"), desires to acquire all right, title and interest in and to the Marks, including the federal applications and registrations therefor.

NOW THEREFORE, for good and valuable consideration paid by Assignee, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks and the right to sue and collect damages and/or profits for past infringements of the Marks.

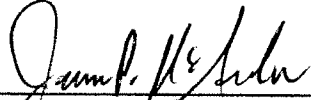
This Assignment shall be binding upon the parties, their successors, heirs, assigns, legal representatives and all others acting by, through, with or under their direction, and all those in privity therewith.

[Remainder of page intentionally left blank. Signature page follows.]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its respective duly authorized representative as of the date below.


MAGIC MEDIA, INC.

Date: _____

By: 
Name: James P. McAndrew
Title: CEO

SCHEDULE I

Federal Trademark Application And Registrations

Trademark	App. Ser. No.	Registration No.	Filing Date	Owner	Status/Status Date
MAGIC MEDIA (& Design 	SN:78-393684	RN:3,009,617	March 31, 2004	Magic Media, Inc. (Delaware Corp.)	Registered October 25, 2005
MAKING OUTDOOR EASY TO BUY	SN:74-627288	RN:1,945,707	January 30, 1995	Magic Media, Inc. (Delaware Corp.)	Renewed 8 & 15 January 2, 2006
MAGIC MEDIA	SN:78-393685	RN:3,009,618	March 31, 2004	Magic Media, Inc. (Delaware Corp.)	Registered October 25, 2005