

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
Alloy Entertainment		01/20/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Warner Bros. Entertainment Inc.		
Street Address:	4000 Warner Boulevard		
City:	Burbank		
State/Country:	CALIFORNIA		
Postal Code:	91522		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77123303	GOSSIP GIRL	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202 857 6389		
Email:	henrye@arentfox.com		
Correspondent Name:	Michael A. Grow		
Address Line 1:	1050 Connecticut Avenue, NW		
Address Line 2:	Arent Fox LLP		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	32052/000		
NAME OF SUBMITTER:	Michael A. Grow		
Signature:	/Michael A. Grow/		

OP \$40.00 77123303

Date:

01/20/2010

Total Attachments: 1

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ASSIGNMENT

WHEREAS, Alloy Entertainment LLC ("Assignor"), a Delaware limited liability company, having an address of 151 West 26th Street, New York, New York 10001, is the owner of all right, title and interest in and to the mark GOSSIP GIRL for which Assignor filed Application No. 77/123303 in the Patent and Trademark Office on March 6, 2007;

WHEREAS, Warner Bros. Entertainment Inc. ("Assignee"), a Delaware corporation, having an address of 4000 Warner Boulevard, Burbank, California 91522, is desirous of acquiring all right, title and interest in and to said mark for the goods listed in said application as well as the application itself, together with the goodwill of the business associated with the mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest that Assignor may possess in and to said mark and the application thereof, together with the goodwill of the business symbolized by the mark.

ALLOY ENTERTAINMENT LLC



By _____

Printed Name Gina D'Gioia

Title Secretary

Date 1/20/10

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