

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
Innovation Interactive LLC		01/29/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	B EAST LLC
Street Address:	28 West 23rd Street, 6th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	3173679	ADCONSOLE
Registration Number:	2947928	BRAINFOX
Registration Number:	3132396	INNOVATION INTERACTIVE
Registration Number:	3209175	SITEPARKER
Registration Number:	3222407	TEXT PLUS SOLUTIONS
Registration Number:	3144200	EXACT ADVERTISING

CORRESPONDENCE DATA

Fax Number: (212)468-4888
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-468-4800
 Email: amartucci@dglaw.com, nmishalanie@dglaw.com, jwatson@dglaw.com
 Correspondent Name: Angela Martucci
 Address Line 1: 1740 Broadway

CH \$165.00 3173679

Address Line 2: c/o Davis & Gilbert LLP
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	25666-1-0 ASMT 6 MKS NM
NAME OF SUBMITTER:	Angela Martucci
Signature:	/Angela Martucci/
Date:	06/14/2010

Total Attachments: 5

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TRADEMARK ASSIGNMENT

WHEREAS, Innovation Interactive LLC, a Delaware limited liability company, (hereinafter "Assignor") is the owner of the marks listed on the attached Schedule which are the subject of registrations in the United States Patent and Trademark Office and in other jurisdictions internationally;

WHEREAS, B EAST LLC, a Delaware limited liability company, located at 28 West 23rd Street, 6th Floor, New York, NY 10010 (hereinafter "Assignee") is desirous of acquiring said marks and said registrations thereof in the U.S. and internationally.

NOW, THEREFORE, Assignor hereby transfers and assigns to Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof on the attached Schedule, and all rights to damages or profits due or accrued arising out of past infringement of the said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

[Signature page follows]

IN WITNESS WHEREOF, this Trademark Assignment has been executed as of
January 29, 2010.

BEAST LLC

By: 

Name: Timothy Andree
Title: Chairman

INNOVATION INTERACTIVE LLC

By: _____

Name: Will Margiloff
Title: Co-Chief Executive Officer

By: _____


Name: Bryan Wiener
Title: Co-Chief Executive Officer

IN WITNESS WHEREOF, this Trademark Assignment has been executed as of
January 29, 2010.

B EAST LLC

By: _____
Name: Timothy Andree
Title: Chairman

INNOVATION INTERACTIVE LLC

By:  _____
Name: Will Margiloff
Title: Co-Chief Executive Officer

By: _____
Name: Bryan Wiener
Title: Co-Chief Executive Officer

IN WITNESS WHEREOF, this Trademark Assignment has been executed as of
January 29, 2010.

BEAST LLC

By: _____
Name: Timothy Andree
Title: Chairman

INNOVATION INTERACTIVE LLC

By: _____
Name: Will Margiloff
Title: Co-Chief Executive Officer

By: B Wiener
Name: Bryan Wiener
Title: Co-Chief Executive Officer

TRADEMARK SCHEDULE

U.S. Registrations

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
. ADCONSOLE	3,173,679	November 21, 2006
. BRAINFOX	2,947,928	May 10, 2005
. INNOVATION INTERACTIVE	3,132,396	August 22, 2006
SITEPARKER	3,209,175	February 13, 2007
. TEXT PLUS SOLUTIONS	3,222,407	March 27, 2007
. EXACT ADVERTISING	3,144,200	September 19, 2006

CTM Registration

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
INNOVATION INTERACTIVE	6968259	July 21, 2009

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