

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		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>
Brand Technologies, Inc.		06/30/2010	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alloy Media		
<b>Street Address:</b>	151 West 26th Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77182912	GOSSIP GIRLS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202 857 6389		
<b>Email:</b>	henrye@arentfox.com		
<b>Correspondent Name:</b>	Michael A. Grow		
<b>Address Line 1:</b>	1050 Connecticut Avenue, NW		
<b>Address Line 2:</b>	Arent Fox LLP		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	01942900269		
<b>NAME OF SUBMITTER:</b>	E.T. Henry/Trademark Specialist		
<b>Signature:</b>	/E.T. Henry/		
<b>Date:</b>	07/01/2010		

OP \$40.00 77182912

Total Attachments: 1

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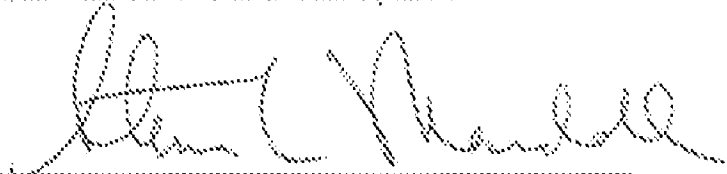
# ASSIGNMENT

WHEREAS, Brand Technologies, Inc., ("Assignor"), an Ohio corporation, having an address of 2652 Falmouth Road, Toledo, Ohio 43615, is the owner of all right, title and interest in and to the mark GOSSIP GIRLS for which Assignor filed Application No. 77/182912 in the Patent and Trademark Office on May 16, 2007; and,

WHEREAS, Alloy Media ("Assignee"), a Delaware limited liability company, having an address of 151 West 26th Street, New York, New York 10001, is desirous of acquiring all right, title and interest in and to said mark and the application thereof, 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 in and to said mark and the application thereof, together with the goodwill of the business symbolized by the mark.

BRAND TECHNOLOGIES, INC.

By 

Printed Name STEVEN L. MANDELL

Title CHAIRMAN

Date 6/30/2007 TRADEMARK