

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
360 Youth LLC		01/16/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Alloy Media, LLC
Street Address:	151 W. 26th St. 11th Fl.
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1493059	GRADUATING ENGINEER

CORRESPONDENCE DATA

Fax Number: (702)973-9322
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212 724 3290
Email: gallit@schullerlegal.net
Correspondent Name: Gallit Schuller
Address Line 1: 140 Riverside Drive
Address Line 4: New York, NEW YORK 10024

NAME OF SUBMITTER:	Gallit Schuller
Signature:	/gs/
Date:	12/14/2010

Total Attachments: 2

900178657

**TRADEMARK
 REEL: 004432 FRAME: 0783**

OP \$40.00 1493059

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Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "360 YOUTH, LLC", CHANGING ITS NAME FROM "360 YOUTH, LLC" TO "ALLOY MEDIA, LLC", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF JANUARY, A.D. 2007, AT 2:12 O'CLOCK P.M.

3596365 8100

070047369



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5356240

DATE: 01-16-07

TRADEMARK
REEL: 004432 FRAME: 0785

**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company: 360 Youth, LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows: the company hereby changes its name from 360 Youth, LLC to Alloy Media, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 16th day of January, A.D. 2007.

By: _____

Authorized Person(s)

Name: Gina R. DiGioia

Print or Type