

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 Media		01/06/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Alloy Entertainment		
Street Address:	151 West 26th Street		
Internal Address:	11th floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77879159	LUXE	
Serial Number:	77879187	THE VAMPIRE DIARIES	
CORRESPONDENCE DATA			
Fax Number:	(212)724-3290		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2127243290		
Email:	gallit@schullerlegal.net		
Correspondent Name:	Gallit Schuller		
Address Line 1:	140 Riverside Drive		
Address Line 2:	#4C		
Address Line 4:	New York, NEW YORK 10024-2056		
NAME OF SUBMITTER:	Michael Fitzgerald		
Signature:	/mf/		

OP \$65.00 77879159

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TRADEMARK
 REEL: 004448 FRAME: 0193

Date:

01/06/2011

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

This Assignment (the “**Assignment**”) is made effective as of January 6, 2011 by Alloy Media, LLC, a Delaware company having a place of business at 151 W.26th St. 11th Fl., New York, NY 10001 (“**Assignor**”), to Alloy Entertainment, LLC, a Delaware limited liability company having a place of business at 151 W.26th St. 11th Fl., New York, NY 10001 (“**Assignee**”).

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, the Assignor does hereby assign unto Assignee, such Assignor’s entire right, title and interest in and to the trademarks listed in **Exhibit A** attached hereto (the “**Marks**”) in the United States and all foreign countries, including all common law rights, all registrations and applications for registration thereof, and in and to the goodwill symbolized by the Marks, for Assignee’s own use and benefit and for the use and benefit of its successors, assigns and other legal representatives, together with all claims for damages by reasons of past infringement of the Marks, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

ASSIGNOR HEREBY AGREES to take all actions, and to execute and deliver all additional instruments and documents, as Assignee may reasonably request for the purpose of carrying out this Assignment and the transactions contemplated hereby including, but not limited to, all instruments and documents necessary to transfer the Marks in the United States and any foreign countries.

ASSIGNOR HEREBY CONVENANTS that it has full right to convey the entire interest herein assigned by such Assignor and that it has not executed any agreements inconsistent herewith.

IN WITNESS WHEREOF, the Assignor has caused this Agreement to be executed this 6th day of January 2011.


Alloy Media, LLC
By: 
Name: Gina Prigioia
Title: Secretary

Exhibit A

TRADEMARK

LUXE
THE VAMPIRE DIARIES

SERIAL NUMBER

77879159
77879187