

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bank of America, N.A., as Administrative Agent		02/28/2011	Federally Chartered Bank: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Insite Advertising, Inc.		
<b>Street Address:</b>	151 West 26th Street, 11th Floor		
<b>Internal Address:</b>	c/o Alloy, Inc.		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	75534597	INSITE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)574-7659		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	617-574-4153		
<b>Email:</b>	lbillone@goulstonstorrs.com		
<b>Correspondent Name:</b>	Lisa Billone		
<b>Address Line 1:</b>	400 Atlantic Avenue		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02110		
<b>NAME OF SUBMITTER:</b>	Lisa Billone		
<b>Signature:</b>	/Lisa Billone/		
<b>Date:</b>	02/28/2011		

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**TRADEMARK**  
**REEL: 004487 FRAME: 0418**

Total Attachments: 1

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EXECUTION VERSION

**RELEASE OF SECURITY INTEREST IN TRADEMARK**

In consideration of and in exchange for good and valuable consideration, Bank of America, N.A., as Administrative Agent (the "Releasor"), under that certain Security Agreement, dated as of November 9, 2010, among Alloy Media Holdings, L.L.C., a Delaware limited liability company (the "Borrower"), certain Subsidiaries of the Borrower party thereto including Insite Advertising, Inc., a New York corporation (the "Releasee"), and the Releasor, the Releasor hereby releases, relinquishes and discharges the security interest that the Releasor holds in Trademark Serial No. 75534597, Registration No. 2415022 owned by the Releasee (the "Released Trademark"), which security interest was recorded in the United States Patent and Trademark Office at Reel 4422 and Frame 0632 on November 30, 2010. If and to the extent the Releasor has acquired any right, title or interest to the Released Trademark, it hereby assigns and transfers any right, title, and interest to the Releasee.

IN WITNESS WHEREOF, the parties have caused this Release of Security Interest in Trademark to be duly executed as of February 28, 2011.

BANK OF AMERICA, N.A., as Administrative  
Agent

By: 

Name:  
Title:

KRISTINE THENNES  
Vice President

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RECORDED: 02/28/2011

TRADEMARK  
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