

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
Reed Elsevier Inc.		03/02/2011	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	NewBay Media LLC		
Street Address:	28 East 28th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77871307	UPFRONT CENTRAL	
CORRESPONDENCE DATA			
Fax Number:	(212)754-0330		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2129077300		
Email:	rsilverman@golenbock.com		
Correspondent Name:	Robin E. Silverman		
Address Line 1:	437 Madison Ave		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Robin E. Silverman		
Signature:	/Robin E. Silverman/		
Date:	03/22/2011		
Total Attachments: 3 source=UpfrontCentralAssignment#page1.tif source=UpfrontCentralAssignment#page2.tif source=UpfrontCentralAssignment#page3.tif			

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TRADEMARK
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is executed and delivered, effective as of March 2nd, 2011, by Reed Elsevier Inc., a Massachusetts corporation, ("Assignor"), in favor of NewBay Media LLC, a Delaware limited liability company ("Assignee").

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

Assignor hereby sells, assigns, transfers and conveys to Assignee (i) all right, title and interest in and to all trademarks, trade names, service marks, brand names, logos, trade dress and other source indicators incorporating and/or embodying the words UPFRONT CENTRAL, and/or any translations thereof, held in the name of Assignor, owned by Assignor, and/or that were specifically developed by it for, or specifically used by or in connection with, its business, along with all applications, registrations, renewals and extensions thereof, including but not limited to the UPFRONT CENTRAL trademark application bearing Serial No. 77871307, filed with the U.S. Patent and Trademark Office, (ii) any and all causes of action, rights to sue for claims and remedies of Assignor heretofore accrued or hereafter arising against past, present and future infringements of any or all of the foregoing to the fullest extent permitted by law, and rights of priority and protection of interests therein under the laws of any jurisdiction (and the proceeds of any of the foregoing), (iii) all goodwill relating to the foregoing and (iv) all applications, registrations, renewals and extensions for any of the foregoing (collectively, the "Trademark").

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and the trademark offices in each country in which the Trademark has been applied for and/or registered, to record Assignee as the assignee and owner of the Trademark and to issue any trademarks or service marks which may be granted on any applications included in the Trademark to Assignee as assignee of the entire right, title and interest therein and thereto.

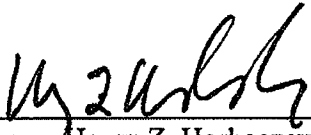
Assignor agrees, without additional consideration, to execute any powers of attorney, applications, assignments, declarations, affidavits, and other papers as Assignee shall request from time to time as necessary or desirable to further evidence the transfer of, vest, record and/or perfect good, valid and marketable title in the Trademark to the Assignee.

This Assignment shall be governed by and construed in accordance with the laws of the State of New York regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly executed as of the date written above.


REED ELSEVIER INC.

By: 
Name: Henry Z. Horbaczewski
Title: Senior Vice President

STATE OF Delaware
COUNTY OF New Castle

On this 2nd day of March, 2011, before me the signatory above personally appeared and acknowledged to be the above-stated officer of Reed Elsevier Inc., and that in such capacity, being authorized so to do, executed the foregoing instrument for the purposes therein contained.

Notary Public
[SEAL]


Jacqueline Alane Gregorski
Notary Public, State of Delaware
My Commission Expires Feb. 10, 2013
20110210000004

NEWBAY MEDIA LLC

By: 

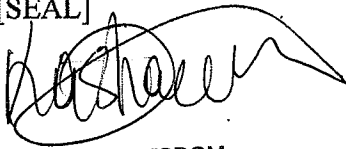
Name: Steven Fane

Title: President & CEO

STATE OF New York
COUNTY OF Westchester

On this 18th day of March, 2011, before me the signatory above personally appeared and acknowledged to be the above-stated officer of NewBay Media LLC, and that in such capacity, being authorized so to do, executed the foregoing instrument for the purposes therein contained.

Notary Public
[SEAL]



KASHAE A WISDOM
Notary Public, State of New York
No. 01WI6207491
Qualified in Kings County
Commission Expires June 15, 2013