

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | RELEASE BY SECURED PARTY |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--|----------|----------------|---|
| BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT | | 09/01/2011 | FEDERALLY CHARTERED BANK: UNITED STATES |

RECEIVING PARTY DATA

| | |
|--------------------------|-----------------------|
| Name: | ALLOY, INC. |
| Street Address: | 151 W. 26th Street |
| Internal Address: | 11th Floor |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10001 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 7

| Property Type | Number | Word Mark |
|----------------------|---------|-------------------------|
| Registration Number: | 2873155 | ALLOY |
| Registration Number: | 3049233 | ALLOY |
| Registration Number: | 3117011 | ALLOY MEDIA + MARKETING |
| Registration Number: | 3100259 | ALLOY OUT-OF-HOME |
| Registration Number: | 2688156 | ALLOYBOOKS |
| Registration Number: | 2688157 | ALLOYBOOKS |
| Registration Number: | 3293339 | SCONEX |

CORRESPONDENCE DATA

Fax Number: (973)597-2400
 Phone: 973-597-2500
 Email: lstrademark@lowenstein.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

900203472

**TRADEMARK
 REEL: 004633 FRAME: 0770**

CH \$190.00 2873155

Correspondent Name: Vanessa A. Ignacio, Esq.
Address Line 1: Lowenstein Sandler PC
Address Line 2: 65 Livingston Avenue
Address Line 4: Roseland, NEW JERSEY 07068-1791

| | |
|-------------------------|--------------------------|
| ATTORNEY DOCKET NUMBER: | 24803.1 |
| NAME OF SUBMITTER: | Vanessa A. Ignacio, Esq. |
| Signature: | /Vanessa A. Ignacio/ |
| Date: | 09/28/2011 |

Total Attachments: 3

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

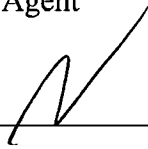
Bank of America, N.A., holder, in its capacity as Administrative Agent, of a security interest in the trademarks listed on the attached Schedule 1, and associated goodwill therein owned by or accruing to Alloy, Inc., ("Grantor") pursuant to a Trademark Security Agreement recorded by the Assignment Division of the U.S. Patent and Trademark Office on November 30, 2010, at Reel 4422, Frame 0774, hereby releases, forever discharges, terminates, cancels and relinquishes unto Grantor its security interest in Grantor's right, title and interests in, or to, the trademarks listed on Schedule 1 attached hereto as well as any other trademarks, service marks, trade dress, trade numbers, or other indicia of origin and associated good will belonging to Grantor for which a security interest may have been granted concurrently or thereafter.

Administrative Agent hereby authorizes and requests that the United States Patent and Trademark Office, and any other location where the security interest was filed note and record the existence of such release hereby given.

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IN WITNESS WHEREOF, the undersigned has set its hand and seal as of the 1st day of September, 2011.

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

By:  _____

Title: **Anne M. Zeschke**
Vice President

SCHEDULE 1

TRADEMARKS

| <u>Loan Party</u> | <u>Trademark</u> | <u>Registration or Serial No.</u> |
|-------------------|-------------------------|-----------------------------------|
| ALLOY, INC. | ALLOY | Reg. No. 2873155 |
| ALLOY, INC. | ALLOY | Reg. No. 3049233 |
| ALLOY, INC. | ALLOY MEDIA + MARKETING | Reg. No. 3117011 |
| ALLOY, INC. | ALLOY OUT-OF-HOME | Reg. No. 3100259 |
| ALLOY, INC. | ALLOYBOOKS | Reg. No. 2688156 |
| ALLOY, INC. | ALLOYBOOKS (design) | Reg. No. 2688157 |
| ALLOY, INC. | SCONEX | Reg. No. 3293339 |