

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 ENTERTAINMENT, LLC		11/15/2012	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	WARNER BROS. ENTERTAINMENT INC
Street Address:	4000 WARNER BOULEVARD
Internal Address:	BRIDGE BLDG. 156 NORTH, 5TH FLOOR
City:	BURBANK
State/Country:	CALIFORNIA
Postal Code:	91522
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	4017588	LUXE
Registration Number:	3927455	THE VAMPIRE DIARIES
Registration Number:	3632109	TALENT
Registration Number:	3659531	THE AU PAIRS
Registration Number:	4139304	GOSSIP GIRL
Registration Number:	3866232	GOSSIP GIRLS
Registration Number:	3671022	FRENEMIES
Registration Number:	3253102	CLIQUE
Registration Number:	3679803	A-LIST
Registration Number:	3524489	SISTERHOOD OF THE TRAVELING PANTS
Registration Number:	3043178	GOSSIP GIRL
Registration Number:	3385622	SAMURAI GIRL
Registration Number:	2536624	17TH STREET PRODUCTIONS

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Registration Number:	2642904	GOSSIP GIRL
Registration Number:	2654775	THE BLACK BOOK
Registration Number:	2607991	SWEEP
Registration Number:	2046042	BONE CHILLERS
Registration Number:	3100259	ALLOY OUT-OF-HOME
Registration Number:	2688156	ALLOYBOOKS
Registration Number:	2688157	ALLOYBOOKS
Registration Number:	3629883	ALLOY ACCESS
Registration Number:	3192045	ALLOY ENTERTAINMENT

CORRESPONDENCE DATA

Fax Number: 8189544501
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 818 954-4956
Email: AVIS.FRAZIER-THOMAS@WARNERBROS.COM
Correspondent Name: AVIS FRAZIER-THOMAS
Address Line 1: 4000 WARNER BOULEVARD
Address Line 2: BRIDGE BLDG. 156 NORTH, 5TH FLOOR
Address Line 4: BURBANK, CALIFORNIA 91522

ATTORNEY DOCKET NUMBER:	ALLOY ENT ASSIGNMENTS
NAME OF SUBMITTER:	Avis Frazier-Thomas
Signature:	/Avis Frazier-Thomas/
Date:	11/16/2012

Total Attachments: 2
source=Alloy Entertainment to WB executed TM assignment#page1.tif
source=Alloy Entertainment to WB executed TM assignment#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Alloy Entertainment, LLC, a Delaware Limited Liability Company with offices at 151 W. 26th Street, 11th Floor, New York, New York 10001, (hereinafter referred to as "Assignor") is the owner of all right, title and interest in and to the following trademarks (hereinafter referred to as the "Marks") and the United States trademark registrations therefore (hereinafter referred to as the "Registrations"):

<u>Registration Number</u>	<u>Trademark</u>
4017588	LUXE
3927455	THE VAMPIRE DIARIES
3632109	TALENT
3659531	THE AU PAIRS
4139304	GOSSIP GIRL
3866232	GOSSIP GIRLS
3671022	FRENEMIES
3253102	CLIQUE
3679803	A-LIST
3524489	SISTERHOOD OF THE TRAVELING PANTS
3043178	GOSSIP GIRL
3385622	SAMURAI GIRL
2536624	17 TH STREET PRODUCTIONS (STYLIZED AND/OR WITH DESIGN)
2642904	GOSSIP GIRL
2654775	THE BLACK BOOK
2607991	SWEEP
2046042	BONE CHILLERS
3100259	ALLOY OUT- OF- HOME

2688156

ALLOYBOOKS

2688157

ALLOYBOOKS (STYLIZED AND/OR WITH DESIGN)

3629883

ALLOY ACCESS

3192045

ALLOY ENTERTAINMENT

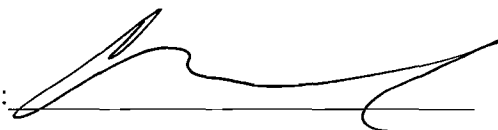
WHEREAS, Warner Bros. Entertainment Inc., a corporation organized and existing under the laws of the State of Delaware, with offices located at 4000 Warner Boulevard, Burbank, California, 91522 (hereinafter referred to as "Assignee"), is desirous of acquiring all right, title and interest in and to the Marks and Registrations, together with the goodwill of the business symbolized by the Marks and Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors and assigns, the entire right, title and interest in and to the aforementioned Marks and Registrations together with the goodwill of the business symbolized by and associated with the Marks and Registrations, together with the right to sue for and recover damages for past infringement of the Marks and Registrations, and to stand in place of Assignor in all matters related thereto.

ALLOY ENTERTAINMENT, LLC

Date: November 16, 2012

By:



Name: Leslie Morgenstein

Title: Chief Executive Officer