

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
Airfoil Public Relations, Inc.		12/05/2012	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	MagazineRadar, Inc.		
Street Address:	252 W. 37th Street, Suite 1001		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018-6687		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3107579	MEDIARADAR	
CORRESPONDENCE DATA			
Fax Number:	2063599000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	206-359-8000		
Email:	pctrademarks@perkinscoie.com		
Correspondent Name:	Grace Han Stanton		
Address Line 1:	1201 Third Avenue, Suite 4900		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	66203-4000.0000.GX057		
NAME OF SUBMITTER:	Grace Han Stanton, Washington State Bar		
Signature:	/Grace Han Stanton/		
Date:	12/13/2012		

OP \$40.00 3107579

Total Attachments: 4

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EXHIBIT A

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Airfoil Public Relations, Inc. ("Assignor"), a Michigan corporation with its principal place of business at 1000 Town Center Drive, Suite 600, Southfield, Michigan 48075, is the owner of the U.S. registration, and associated common law rights, set forth in Exhibit I;

WHEREAS, MagazineRadar, Inc. ("Assignee"), a Delaware corporation with its principal place of business at 252 W 37th St. Suite 1001, New York, NY 10018-6687, is desirous of acquiring said registrations, common law rights, and the goodwill associated therewith;

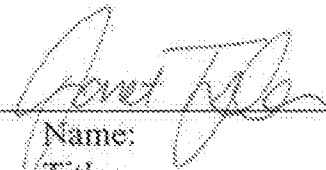
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the mark set forth in Exhibit I and the goodwill appurtenant thereto.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all right, title, and interest in and to the Mark to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

Signed this 3rd day of December, 2012.

Airfoil Public Relations, Inc.

By


Name:
Title:

STATE OF
COUNTY OF

} ss.

On the 5th day of December, 2012, before me personally appeared Janet Tyler, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he/she is the CO-CEO of Airfoil, the corporation described in and which executed the foregoing instrument, that he/she has signed said instrument as a free act on behalf of said corporation, and that he/she has the authority to act on behalf of, and bind, said corporation.

SUBSCRIBED AND SWORN to before me on the date stated above.

Elizabeth K. Lisosance
NOTARY PUBLIC in and for the State of
Michigan, residing at Wayne Co. acting in Oakland
My Appointment Expires: 9/15/2019 Co.

Acceptance of Assignment

MagazineRadar, Inc., the Assignee above, does hereby accept the assignment of the trademarks and all of the rights, title and interests therein as described above.

Signed this 11 day of DECEMBER, 2012.

[ASSIGNEE]

By: [Signature]
Name: JEKE KAUL
Title: CTO

STATE OF New York }
COUNTY OF Richmond } ss.

On the 11th day of December, 2012, before me personally appeared Tesse Keller, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he/she is the CTO of Magazine Radar, Inc. the corporation described in and which executed the foregoing instrument, that he/she has signed said instrument as a free act on behalf of said corporation, and that he/she has the authority to act on behalf of, and bind, said corporation.

SUBSCRIBED AND SWORN to before me on the date stated above.

ARUSYAK BABAYAN
NOTARY PUBLIC STATE OF NEW YORK
RICHMOND COUNTY
LIC. #018A0205792
COMM. EXP. 05/11/2015

[Signature]
NOTARY PUBLIC in and for the State of New York, residing at New York
My Appointment Expires: 05/11/2015

EXHIBIT 1

TRADEMARK REGISTRATION

Trademark	Registration No.	Registration Date	Class: Goods/Services
MEDIARADAR	3107579	June 20, 2006	Cl. 35: Market research and analysis