

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mercury Radio Arts, Inc.		09/01/2012	CORPORATION:
RECEIVING PARTY DATA			
Name:	TheBlaze Inc.		
Street Address:	1133 Avenue of the Americas, 34th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4062816	GBTV	
Registration Number:	4062817	GBTV	
Serial Number:	85293534	GBTV	
Registration Number:	4151455	THE TRUTH LIVES HERE	
CORRESPONDENCE DATA			
Fax Number:	2129748474		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2129747474		
Email:	tm@cdas.com		
Correspondent Name:	Joshua B. Sessler		
Address Line 1:	41 Madison Avenue		
Address Line 4:	New York, NEW YORK 10010		
ATTORNEY DOCKET NUMBER:	01232		
NAME OF SUBMITTER:	Joshua B. Sessler		

CH \$115.00 4062816

Signature:	/Joshua B. Sessler/
Date:	01/11/2013
Total Attachments: 1 source=B10 - TheBlaze - Trademark Assignment (to TheBlazeInc) (3)#page1.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective the 1st day of September, 2012, by Mercury Radio Arts, Inc., a New York corporation ("Assignor") to TheBlaze Inc., a Delaware corporation ("Assignee").

RECITALS:

WHEREAS, Assignor hereby represents that it is the current owner in the United States and its territories of any and all rights in the trademark, GBTV and The Truth Lives Here (the "Marks");

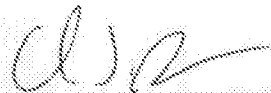
WHEREAS, Assignor is the owner of the following registrations and applications in the United States Patent and Trademark Office for the Marks:

Serial/Registration No	Mark
RN4062816	GBTV
RN4062817	GBTV (Logo)
SN85293534	GBTV class 09
RN4151455	THE TRUTH LIVES HERE

(collectively the "Trademarks").

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged:

Assignor hereby assigns to Assignee any and all right, title and interest in the United States in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, including, but not limited to, the use of the Trademarks, all benefit of any and all prior use of the Trademarks, and any and all rights to initiate claims or proceedings for past, present or future infringements of Assignor's rights, title and interest to the Trademarks.



Christopher Balfe,
President
Mercury Radio Arts, Inc.