

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 Media, LLC		06/07/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Acosta Frontline, LLC		
Street Address:	6600 Corporate Center Parkway		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32216		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2174552	FRONTLINE MARKETING	
CORRESPONDENCE DATA			
Fax Number:	9045986212		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	904-598-6112		
Email:	krowe@sgrlaw.com		
Correspondent Name:	Katharine F. Rowe		
Address Line 1:	50 N. Laura Street		
Address Line 2:	Suite 2600		
Address Line 4:	Jacksonville, FLORIDA 32202		
NAME OF SUBMITTER:	Katharine F. Rowe		
Signature:	/Katharine F. Rowe/		
Date:	02/18/2013		

OP \$40.00 2174552

Total Attachments: 4

source=Acosta Frontline Assignment#page1.tif

source=Acosta Frontline Assignment#page2.tif

source=Acosta Frontline Assignment#page3.tif

source=Acosta Frontline Assignment#page4.tif

ASSIGNMENT OF THE TRADEMARKS

June 7, 2010

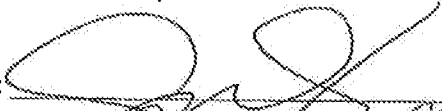
Alloy Media, LLC, a Delaware limited liability company, having a place of business at 151 West 26th Street, 11th Floor, New York, New York 10001 ("Assignor"), is the owner of the trademarks identified in **Schedule 1** attached hereto and fully incorporated herein ("Trademarks"). Assignor desires to sell, transfer and assign to Acosta Frontline, LLC, a Delaware limited liability company having a place of business at 6600 Corporate Center Parkway, Jacksonville, FL 32216 ("Assignee"), all right, title and interest in and to the Trademarks and to the federal trademark registrations with the United States Patent and Trademark Office owned by Assignor as listed on **Schedule 1** ("Trademark Registrations").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, transfers and conveys to Assignee all of Assignor's worldwide right, title and interest in and to the Trademarks and the Trademark Registrations (and all renewals and extensions thereof), together with the goodwill of the business associated with or symbolized by the Trademarks and Trademark Registration, and all rights to profits, damages and other relief for any past, present and future infringement of the Trademarks or Trademark Registrations, and the right to sue and collect the same for Assignee's own use and benefit and the benefit of Assignee's successors, assigns, or legal representatives.

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of the date first set forth above.

ALLOY MEDIA, LLC

By: 
Name Brian D. Lewis
Title Secretary

SCHEDULE 1

REGISTERED TRADEMARK:

Trademark	Jurisdiction	Registration Number	Registration Date
Frontline Marketing	United States	2174552	July 21, 1998
Frontloader	United States	2370140	July 25, 2000

UNREGISTERED TRADEMARKS:

FrontLights
PDN Pharmacy display Network
Retail Brand Showcase
Display on Demand

ALL-PURPOSE ACKNOWLEDGMENT

STATE OF New York)
 COUNTY OF New York)

On June 7, 2010 before me, Jan Sherman
Date Name, Title of Officer, e.g., "Jane Doe, Notary Public"

personally appeared Gina Sibola
Name(s) of Signer(s)

personally known to me - OR - proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

CAPACITY CLAIMED BY SIGNER

- INDIVIDUAL
- CORPORATE OFFICER(S) Secretary Title(s)
- PARTNER(S)
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- SUBSCRIBING WITNESS
- GUARDIAN/CONSERVATOR
- OTHER: _____

SIGNER IS REPRESENTING:

Name of Person(s) or Entity(ies)
Alloy Media, LLC



Witness my hand and official seal.
[Signature]
Signature of Notary

ATTENTION NOTARY: Although the information requested below is OPTIONAL, it could prevent fraudulent attachment of this certificate to unauthorized document.

THIS CERTIFICATE MUST BE ATTACHED TO THE DOCUMENT DESCRIBED AT RIGHT:

Title or Type of Document: Assignment Of The Trademarks
 Number of Pages: 3 Date of Document: _____
 Signer(s) Other Than Named Above: _____