

## 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		02/19/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Alloy Digital, LLC		
Street Address:	151 West 26th Street, 11th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	3996156	ALLOY DIGITAL	
Registration Number:	4062474	ALLOY DIGITAL	
Registration Number:	4100872	ALLOY MEDIA + MARKETING	
Registration Number:	4058680	ALLOY TV	
Registration Number:	2504533	DEAL WITH IT	
Registration Number:	2655591	GURL	
Registration Number:	2655592	GURL	
Registration Number:	3238953	GURL	
Registration Number:	3282857	ONE FIELD	
Registration Number:	3314434	TAKKLE	
CORRESPONDENCE DATA			
Fax Number:	6177375020		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

OP \$265.00 3996156

*via US Mail.*

Phone: 703-568-5210  
Email: swatson@patentgc.com  
Correspondent Name: Stacey J. Watson, Patent GC LLC  
Address Line 1: 176 Federal Street, 5th Floor  
Address Line 4: Boston, MASSACHUSETTS 02110

NAME OF SUBMITTER:	Stacey J. Watson
Signature:	/Stacey J. Watson/
Date:	02/21/2013

Total Attachments: 2  
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TRADEMARK ASSIGNMENT

WHEREAS, Alloy Media, LLC ("Assignor"), a Delaware Limited Liability Company, owns all right, title, and interest in and to the United States Trademark registrations set forth in Exhibit A and all rights at common law, all of which are valid and subsisting, (hereinafter the "Marks").

WHEREAS, Alloy Digital, LLC ("Assignee"), a Delaware Limited Liability Company having a principal place of business at 151 West 26<sup>th</sup> Street, 11<sup>th</sup> Floor, New York, NY 10001, is desirous of acquiring all of Assignor's Marks.

NOW THEREFORE, for the receipt of one dollar (\$1) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, intending to be legally bound, does hereby assign, transfer, grant, sell, and set over to Assignee: (a) Assignor's entire right, title, and interest in and to the Marks throughout the world, together with the goodwill of Assignor's business in connection with which the Marks are used, and (b) the full right to sue for past, present, or future infringement of the Marks, all of these rights to be held and enjoyed by Assignee, its successors and assigns, as fully as the same would have been held and enjoyed by Assignor. For the consideration aforesaid, Assignor will, upon request, and at Assignee's sole expense and at no expense to Assignor, execute additional lawful papers and generally do all other lawful acts reasonable and necessary to give effect to and record this Assignment.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed by its duly authorized representatives effective as of the 19 day of Feb, 2013.

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Alloy Media, LLC.

By: 

Name: Gina DiGirolamo

Title: Secretary

**EXHIBIT A TO TRADEMARK ASSIGNMENT**

Country	Mark	Class	Serial No. Registration No.	Registration Date
United States	ALLOY DIGITAL	35, 41	85/040469 3,996,156	7/19/2011
United States	ALLOY DIGITAL & DESIGN	35, 41	85/196271 4,062,474	11/29/2011
United States	ALLOY MEDIA & MARKETING & DESIGN	35	85/026250 4,100,872	2/21/2012
United States	ALLOY TV	41	85/150791 4,058,680	11/22/2011
United States	DEAL WITH IT	42	76/203294 2,504,533	11/6/2001
United States	GURL	25	76/131025 2,655,591	12/3/2002
United States	GURL	38, 41, 42	76/131026 2,655,592	12/3/2002
United States	GURL & DESIGN	41, 45	78/659604 3,238,953	5/8/2007
United States	ONE FIELD	41	78/855730 3,282,857	8/21/2007
United States	TAKKLE	38, 41, 45	78/830191 3,314,434	10/16/2007