

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
Postmedia Network Inc.		03/21/2013	COMPANY: CANADA
RECEIVING PARTY DATA			
Name:	Newad Media Inc.		
Street Address:	4200, boul. Saint-Laurent		
Internal Address:	bureau 1440		
City:	Montreal, Quebec		
State/Country:	QUEBEC		
Postal Code:	H2W 2R2		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3669420	DOSE	
CORRESPONDENCE DATA			
Fax Number:	3124740448		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3124746300		
Email:	janderfuren@marshallip.com		
Correspondent Name:	Marshall, Gerstein & Borun LLP		
Address Line 1:	233 S. Wacker Drive		
Address Line 2:	Suite 6300		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	31563/60010		
DOMESTIC REPRESENTATIVE			
Name:	Marshall, Gerstein & Borun LLP		

OP \$40.00 3669420

Address Line 1: 233 S. Wacker Drive
Address Line 2: Suite 6300
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Jill Anderfuren
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Signature:	/ja/
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Date:	03/26/2013
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Total Attachments: 4
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TRADE-MARK ASSIGNMENT AGREEMENT

WHEREAS POSTMEDIA NETWORK INC., the full post office address of whose principal office or place of business is 1450 Don Mills Road, North York, Ontario, M3B 2X7, Canada ("**Assignor**"), is the worldwide owner of the trade-marks and corresponding trade-mark registrations listed in Schedule "A" attached hereto (the "**Trade-marks**");

AND WHEREAS NEWAD MEDIA INC., the full post office address of whose principal office or place of business is 4200, boul. Saint-Laurent, bureau 1440, Montreal, Quebec, H2W 2R2, Canada, ("**Assignee**") is desirous of acquiring ownership of all worldwide right, title and interest in and to the Trade-marks;

AND WHEREAS pursuant to an Asset Purchase Agreement executed by Assignor and Assignee, Assignor agreed to transfer all of its worldwide right, title and interest in and to a number of assets, including the Trade-marks, to Assignee;

AND WHEREAS for recordation purposes at the various worldwide Trade-marks Offices, Assignor and Assignee wish to evidence the transfer of ownership in and to the Trade-marks by way of this Trade-mark Assignment Agreement;

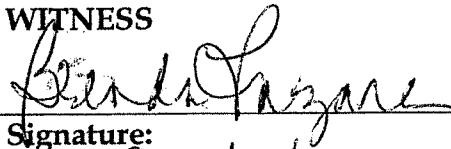
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee confirm their agreement as follows:

1. Assignor does hereby sell, assign and transfer to Assignee all of its worldwide right, title and interest of Assignor in and to the Trade-marks, together with the goodwill attaching to the Trade-marks, and the right to recover for past infringement of the Trade-marks, all of which shall be effective as of the close of business on March 22, 2013.
2. This Agreement shall be governed by and construed in accordance with the laws of the Province of Quebec and the laws of Canada applicable therein.
3. This Agreement may be amended only by written agreement executed by both parties hereto.
4. This Agreement shall be binding upon and enure to the benefit of the parties hereto and their respective executors, successors and assigns.
5. The recitals to this Agreement are incorporated by reference herein and deemed to be an integral part of this Agreement.
6. This Agreement may be executed and delivered in any number of counterparts (including by facsimile, email or other electronic means), each of which is deemed to be an original, and such counterparts together constitute one and the same instrument.

[Signature page follows]

EXECUTED at North York, Ontario, Canada, this 21st day of March, 2013

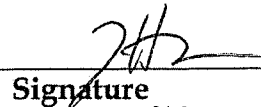
WITNESS



Signature:

Name: Brenda Lazare

POSTMEDIA NETWORK INC.



Signature

Name: Jeffrey Haav

Position: Executive Vice President and General Counsel.

WITNESS



Signature:

Name: Richard Wore

POSTMEDIA NETWORK INC.



Signature WAYNE PARRISH

Name: EXECUTIVE VICE-PRESIDENT ;

Position: CHIEF OPERATING OFFICER

EXECUTED at Montreal, Quebec, Canada, this _____ day of March, 2013

WITNESS

Signature:

Name:

NEWAD MEDIA INC.

Signature

Name:

Position:

TRADEMARK

REEL: 004990 FRAME: 0759

EXECUTED at North York, Ontario, Canada, this day of March, 2013

WITNESS

POSTMEDIA NETWORK INC.

Signature:
Name:

Signature
Name:
Position:

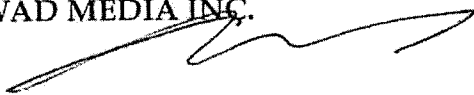
EXECUTED at Montreal, Quebec, Canada, this 21 day of March, 2013

WITNESS

NEWAD MEDIA INC.



Signature:
Name: MARTINE DESJARDINS



Signature
Name: MICHAEL REHA
Position: CEO

SCHEDULE "A"

POSTMEDIA NETWORK DOSE TRADE-MARK PORTFOLIO As at March 2013

Trade-mark	Goods	Status	Country	Owner on Record (Name Reporter)	Application Submit Date	Application Number	Registration Date	Registration Number(TMA)
D & DESIGN	Wares Services	Registered	CAN	Postmedia Network Inc.	20-Dec-04	1241380	10-Mar-09	736039
DOSE	Wares Services	Registered	CAN	Postmedia Network Inc.	20-Dec-04	1241384	10-Mar-09	736040
DOSE	Wares Services	Registered	US	Postmedia Network Inc.	20-Jun-05	78654412	18-Aug-09	3669420
DOSE & DESIGN	Wares Services	Registered	CAN	Postmedia Network Inc.	20-Dec-04	1241379	10-Mar-09	736038