

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM343722

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Gibraltar Business Capital, LLC		03/11/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alpha Media Group Holdings, Inc.		
<b>Street Address:</b>	415 Madison Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>Name:</b>	Alpha Media Group, Inc.		
<b>Street Address:</b>	415 Madison Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>Name:</b>	Alpha Media Publishing, Inc.		
<b>Street Address:</b>	415 Madison Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>Name:</b>	Alpha Media Digital, Inc.		
<b>Street Address:</b>	415 Madison Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 37</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4033831	24 HOURS TO LIVE	
<b>TRADEMARK</b>			

Property Type	Number	Word Mark
Serial Number:	77691269	MAXIM
Registration Number:	2072696	MAXIM
Registration Number:	2449119	MAXIM
Registration Number:	4094226	HOMETOWN HOTTIES
Registration Number:	4100331	HOMETOWN HOTTIES
Registration Number:	2786595	HOMETOWN HOTTIES
Registration Number:	2922400	M
Registration Number:	3163953	M
Registration Number:	3206793	M
Registration Number:	3228649	M
Serial Number:	85334307	ALL ACCESS PASS TO LIFE
Registration Number:	3567183	BEACH WATCH
Registration Number:	3567187	BEACH WATCH
Registration Number:	4033590	CIRCUS MAXIMUS
Serial Number:	78493595	MAXIM
Registration Number:	3127276	MAXIM
Registration Number:	3228647	MAXIM
Registration Number:	3261379	MAXIM
Registration Number:	3610369	MAXIM
Serial Number:	85217714	MAXIM
Serial Number:	85133828	MAXIM CAMPUS
Registration Number:	3982885	MAXIM CAMPUS
Registration Number:	4027950	MAXIM HOT 100
Registration Number:	4021728	MAXIM INSIDER
Registration Number:	3124536	MAXIM LIVING
Registration Number:	3607676	MAXIM PRIME
Serial Number:	85168466	MAXIMUM WARRIOR
Registration Number:	3228883	MISS MAXIM
Registration Number:	4097272	RATED YOUR ULTIMATE ENTERTAINMENT AUTHOR
Registration Number:	2191323	STUFF
Registration Number:	3604670	STUFF
Serial Number:	77950918	STUFF
Registration Number:	3263008	STUFF VIP TRAVEL
Registration Number:	3242065	STUFF'S STARLETS
Registration Number:	2165852	THE BEST THING TO HAPPEN TO MEN SINCE WO
Registration Number:	3301564	YOUR MUSIC BUDDY

**CORRESPONDENCE DATA**

**Fax Number:** 2122078727

**Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.**

**Phone:** 2122078787

**Email:** bjl@jacobsburleigh.com

**Correspondent Name:** Barbara J. Lipshutz

**Address Line 1:** 1290 Avenue of the Americas

**Address Line 2:** 30th Floor

**Address Line 4:** New York, NEW YORK 10104

<b>ATTORNEY DOCKET NUMBER:</b>	MAXIM MEDIA
<b>NAME OF SUBMITTER:</b>	Barbara J. Lipshutz
<b>SIGNATURE:</b>	/Barbara J. Lipshutz/
<b>DATE SIGNED:</b>	06/05/2015

**Total Attachments: 10**

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**RELEASE OF SECURITY INTEREST  
(TRADEMARKS)**

**WHEREAS, ALPHA MEDIA GROUP HOLDINGS, INC.**, a Delaware corporation, **ALPHA MEDIA GROUP, INC.**, a Delaware corporation, **ALPHA MEDIA PUBLISHING, INC.**, a New York corporation and **ALPHA MEDIA DIGITAL, INC.**, a New York corporation (collectively the "Debtors") and **GIBRALTAR BUSINESS CAPITAL, LLC**, a Delaware limited liability company (the "Secured Party"), are parties to one or more security agreements which grant a security interest in the Debtor's assets, including, but not limited to, the assets listed in the attached **Exhibit A**; and

**WHEREAS**, the Debtors have fully satisfied all of the Debtors' obligations to the Secured Party with respect to said security agreements;

**NOW, THEREFORE**, the Secured Party states as follows:

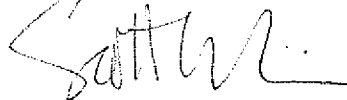
The Secured Party hereby certifies that it is the present owner of a security interest in all right, title and interest in and to the trademarks identified in the attached **Exhibit A**, notice of which was recorded in the United States Patent and Trademark Office, Reel 4844, Frame 0001, on August 17, 2012, to secure payment of certain obligations of the Debtors to the Secured Party.

The Secured Party hereby terminates its security interest in and to the assets listed in the attached **Exhibit A**.

**IN WITNESS WHEREOF**, the Secured Party has caused this Release of Security Interest to be duly executed by its officer this 11<sup>th</sup> day of March, 2014.

**GIBRALTAR BUSINESS CAPITAL, LLC**

By: \_\_\_\_\_



**Scott Winicour, Chief Operating Officer**

STATE OF ILLINOIS )  
                              ) SS  
COUNTY OF COOK    )

Personally came before me this 11<sup>th</sup> day of March, 2014, SCOTT WINICOUR, known to me to be the person who executed the foregoing instrument, and acknowledged that he executed the foregoing instrument as an authorized signatory of Gibraltar Business Capital, LLC, by its authority.



  
\_\_\_\_\_  
Notary Public

II9252-RELEASE OF SECURITY INTEREST T\_

**TRADEMARK  
REEL: 005546 FRAME: 0941**

EXHIBIT A  
TRADEMARKS

PAGE REDACTED -- SHOWS NON-US TRADEMARK REGISTRATIONS

REDACTED, PAGES 2 THROUGH 10 INCLUSIVE

SHOW NON-US TRADEMARK REGISTRATIONS

REDACTED -- SHOWS NON-US TRADEMARK REGISTRATIONS

U.S.A.	24 HOURS TO LIVE	4,033,831	85/133,629	10/4/2011	16 (Magazine section featuring interviews) 41 (Entertainment services and information services, namely, providing a website featuring on-line magazines in the fields of general interest, sports, entertainment in the field of men's lifestyles and popular culture featuring celebrities, athletes and persons of interest; Providing a website for entertainment purposes where users can view and post comments, videos and photos featuring matter in the field of men's lifestyles and popular culture)
U.S.A.	MAXIM		77/691,269	03/15/2009	28 (Gaming equipment, namely, poker chips, card shufflers, dealer markers, dice and dice shakers.)
U.S.A.	MAXIM	2,072,696	75013180	6/17/1997	16 (magazines concerning men's lifestyle and popular culture)
U.S.A.	MAXIM	2,449,119	76021933	5/8/2001	42 (Providing on-line information on a variety of topics concerning men's lifestyle and popular culture)
U.S.A.	HOMETOWN HOTTIES	4094226	78/316,122	1/31/2012	16 Books and booklets featuring photographs and biographical articles and stories about women; bumper stickers, laminated paper, printed paper signs, decals, date books, daily planners, desktop planners, calendars, book covers.
U.S.A.	HOMETOWN HOTTIES	4100331	78/981,509	2/14/2012	16 (Magazines, namely, sections of magazines featuring photographs and biographical articles and stories about women)
U.S.A.	HOMETOWN HOTTIES	2,786,595	78/201,394	11/25/2003	41 (Entertainment services in the nature of a beauty contest)
U.S.A.	"M" Logo	2,922,400		02/01/2005	16 (magazines concerning men's lifestyle and popular

	Device				culture)
U.S.A.	"M" Logo Device	3,163,953		10/24/2006	28 (Playing cards)
U.S.A.	"M" Logo Device	3,206,793		02/06/2007	21 (Ice buckets; cocktail sets and cocktail travel sets consisting of cocktail shakers, corkscrews, muddlers, strainers, stirrers, jiggers, ice tongs, bottle openers, bottle pourers, coasters neither of paper nor table linen, drinking glasses, shot glasses, flasks, funnels and bottle stoppers sold together as a unit; wine collars used as a bar utensil, wine sleeve holders and wine bottle cradles)
U.S.A.	"M" Logo Device	3,228,649		04/10/2007	28 (Gaming equipment, namely, playing cards, poker chips, poker chip holders, card shufflers, dealer markers, dice, dice shakers and playing card cases)
U.S.A.	ALL ACCESS PASS TO LIFE	Intent to Use	85/334307		35 (Arranging and conducting marketing promotional events for others; Arranging and conducting special events for business purposes; Arranging and conducting special events for commercial, promotional or advertising purposes; Event planning and management for marketing, branding, promoting or advertising the goods and services of others; Marketing services, namely, promoting or advertising the goods and services of others; Special event planning for business purposes; Special event planning for commercial, promotional or advertising purposes)  41 (Arranging and conducting special events for social entertainment purposes; Entertainment in the nature of conducting and arranging parties and special events for social entertainment purposes; Entertainment services, namely, conducting parties; Party planning; Special event planning for social entertainment purposes)
U.S.A.	BEACH WATCH	3,567,183		01/27/2009	41 Providing online entertainment and information in the field of celebrities and celebrity news.
U.S.A.	BEACH WATCH and design	3,567,187		01/27/2009	41 Providing online entertainment and information in the field of celebrities, and celebrity news
U.S.A.	CIRCUS MAXIMUS	4,033,590	85/086,046	10/4/2011	16 magazine section dealing with men's lifestyle and popular culture.  41 Entertainment services and information services, namely, providing an online magazine in the field of men's lifestyle and popular culture; providing online publications in the nature of online magazines in the field of automobiles and other motorized vehicles, athletic equipment, electronic equipment, electronic gadgets, exercise equipment, cameras, electronic goods, clothing, accessories, jewelry, luggage, sports and recreational activities, all of interest to male consumers; providing a website for entertainment purposes where users can view photographs, movies, and videos featuring automobiles and other motorized



					vehicles, athletic equipment, electronic equipment, electronic gadgets, exercise equipment, cameras, electronic goods, clothing, accessories, jewelry, luggage, sports and recreational activities, all of interest to male consumers; videotaping; arranging of beauty contests; videotape film production; Education services, namely, providing a website, articles, news and information in the field of men's lifestyle and popular culture; providing of training in the field of men's lifestyle and popular culture; entertainment services, namely, providing a website, articles, news, blogs and information in the field of men's lifestyle and popular culture; organizing and conducting sporting and cultural activities in the nature of social events and contests related to men's lifestyle; videotaping; providing online non-downloadable electronic publications in the field of men's lifestyles and popular culture; arranging of beauty contests; organization of pageants, beauty competitions and amateur sporting events; videotape film production; publication of on-line journals in the field of men's lifestyles and popular culture
U.S.A.	MAXIM	Intent to Use	78/493,595		14 Jewelry, namely, brooches, bracelets, pendants, jewelry chains, cufflinks, ear rings, tie tacks, pins, necklaces and rings, all of precious metal, and excluding watches of precious and non-precious metals
U.S.A.	MAXIM	3,127,276		08/08/2006	21 Beer mugs, bottle openers, bowls, boxes for dispensing paper towels, brooms, butter dishes, candle holders not of precious metal, candlesticks not of precious metal, carving boards, cat litter boxes, champagne buckets, cleaning combs, cleaning pads, clothes brushes, coasters not of paper and not being table linen, cocktail picks, cocktail shakers, coffee cups, colanders for household use, household containers for foods, cooking pots, cork screws, cups, cutting boards, decanters, dish drying racks, dish stands, drinking flasks, drinking glasses, dust pans, Dutch ovens, electric or non-electric toothbrushes, feather dusters, fireplace brushes, flower pots, frying pans, furniture dusters, glass articles, namely, decorative stained glass, glass bowls, gravy boats, hair brushes, hair combs, hip flasks, household utensils, namely, graters, ice buckets, ice cube molds for refrigerators, insulated flasks, ironing boards, kitchen ladles, lawn sprinklers, lemon squeezers, mixing spoons, mops, mouse traps, non-electric coffee pots not of precious metal, non-electric tea kettles, pepper mills, pet feeding dishes, pitchers, plastic bath racks, plastic coasters, plates, polishing cloths, portable beverage coolers, portable ice chests

					for food and beverages, rubber household gloves, salt shakers, saucepans, scrubbing brushes, serving ladles, serving spoons, shaped ironing board covers, shoe brushes, shower caddies, slotted spoons, soap dishes, soap dispensers, spice racks, sprayers attached to garden hoses, swizzle sticks, tea sets, tea kettles, thermal insulated containers for food or beverages, toilet brushes, toilet paper holders, toothpick holders, towel racks, vacuum flasks, wastepaper baskets, watering cans, window dusters, wine bottle cradles, wine cooling buckets, and wine racks.
U.S.A.	MAXIM	3,228,647		04/10/2007	28 (Playing cards)
U.S.A.	MAXIM	3,261,379		07/10/2007	34 tobacco, namely smoking tobacco, pipe tobacco, cigarette tobacco, chewing tobacco, snuff, cigars, cigarettes, cigarillos; smoker's articles, namely pipes, pipe filters, cleaners, racks, stands, trays, stems and tools, humidors, cigarette paper, tobacco pouches, cigar, cigarette, pipe and tobacco boxes and pouches, ashtrays not of precious metal for smokers, tobacco jars, tobacco knives not of precious metal, lighters for smokers not of precious metal, smokers' cases and cutters not of precious metal, cigar and cigarette holders, scissors for smokers not of precious metal; matches.
U.S.A.	MAXIM	3,610,369		04/21/2009	43 Bar services; restaurant services; restaurants
U.S.A.	MAXIM	Intent to Use	85/217714		25 Bathing suits; Beach coverups; Beachwear; Bikinis; Blazers; Blouses; Board shorts; Boxer briefs; Boxer shorts; Bralettes; Bras; Briefs; Bustiers; Camisoles; Coats of denim; Collared shirts; Corsets; Denim jackets; Denims; G-strings; Headgear, namely, caps and hats; Hooded sweatshirts; Jackets; Jeans; Jogging pants; Knit shirts; Ladies' underwear; Leggings; Lingerie; Lounge pants; Men's underwear; Negligees; Night gowns; Night shirts; Pajama bottoms; Pajamas; Panties; Panties, shorts and briefs; Pants; Polo shirts; Robes; Shapewear, namely, girdles and bras; Shorts; Skirts and dresses; Socks; Sport shirts; Suits; Sweatpants; Sweatshirts; Tank tops; Tap pants; Teddies; Tee shirts; Thongs; Ties; Track pants; Undershirts; Underwear; Underwear, namely, boy shorts; Wearable garments and clothing, namely, shirts; Women's underwear
U.S.A.	MAXIM CAMPUS	INTENT TO USE	85/133828		41 Entertainment services and information services, namely, providing a website featuring on-line magazines in the field of entertainment, men's lifestyle and popular culture; videos in the field of entertainment, men's lifestyle and popular culture; beauty contests and model searches; providing a web site where users can post ratings, reviews and recommendations on the events and activities in the field of entertainment; arranging, organizing, conducting, and hosting social entertainment events; arranging and conducting special events for social

					entertainment purposes
U.S.A.	MAXIM CAMPUS	3982885	85/133810	6/21/2011	16 Magazine section in the field of men's lifestyles and popular culture in the nature of beauty contests and model searches, reviews and recommendations on events and activities in the field of entertainment, social entertainment events and special events for social entertainment purposes
U.S.A.	MAXIM HOT 100	4,027,950	85/133,681	9/20/2011	16 magazine sections concerning beauty contests, model searches. FIRST USE: 20080131. FIRST USE IN COMMERCE: 20080131  41 Entertainment services and information services, namely, providing a website featuring on-line magazines, videos, beauty contests and model searches; providing a web site where users can post ratings, reviews and recommendations on the events and activities in the field of entertainment; arranging, organizing, conducting, and hosting social entertainment events; arranging and conducting special events for social entertainment purposes.
U.S.A.	MAXIM INSIDER	4,021,728	85/133.596	9/6/2011	35 Rating and promoting the products and services of others.
U.S.A.	MAXIM LIVING	3,124,536		08/01/2006	20 (furniture)
U.S.A.	MAXIM PRIME	3,607,676		04/14/2009	43 Bar services; Restaurant and bar services; Restaurant services; Restaurants.
U.S.A.	MAXIMUM WARRIOR	Intent to Use	85/168,466		9 G & S: Computer game software; computer game software and related instruction manual sold together as a unit; interactive video game programs; computer game cartridges; computer game discs; downloadable computer game software; video game controllers; interactive video game comprised of a cartridge or DVD sold as a unit with a video game controller; fitted plastic films known as skins for covering and protecting electronic apparatus, namely, mobile phones, smart phones, portable music players, personal digital assistants, and portable digital tablets; computer mice; mouse pads; face plates for video game consoles for use with external monitors; headsets for use with computers; keyboards  IC 025. US 022 039. G & S: Clothing, namely, tee shirts, tank tops, sweatpants, sweatshirts, sweat shorts, baseball caps and hats, and jackets  35 Arranging and conducting special events for commercial, promotional or advertising purposes  41 Entertainment services in the nature of conducting sports, athletic and military contests; Entertainment services in the nature of conducting a contest involving skills with weapons; Organizing, arranging,

					and conducting athletic and military skills demonstrations events; Entertainment services, namely, providing an on-line computer game; online entertainment in the nature of computer game tournaments; providing online news and information in the field of computer games; entertainment services, namely, conducting contests online; providing a website for organizing, planning and executing events between computer game players and interest groups, namely, providing a web-based system and on-line portal for customers to participate in on-line gaming, operation and coordination of game tournaments, leagues and tours; Arranging and conducting special events for social entertainment purposes; arranging, organizing, conducting, and hosting social entertainment events
U.S.A.	MISS MAXIM	3,228,883		04/10/2007	41 Entertainment in the nature of beauty pageants
U.S.A.	RATED YOUR ULTIMATE ENTERTAINMENT AUTHORITY	4097272	85/133.572	2/7/2012	16 magazine section featuring reviews and commentary in the field of pop culture and entertainment
U.S.A.	STUFF	2,191,323		09/22/1998	16 magazines concerning automobiles and other motorized vehicles, athletic equipment, electronic equipment, electronic gadgets, exercise equipment, cameras, clothing, accessories, jewelry, luggage, and other sports, recreational, and electronic goods of interest to male consumers.
U.S.A.	STUFF	3,604,670		04/07/2009	16 magazine sections concerning automobiles and other motorized vehicles, athletic equipment, electronic equipment, electronic gadgets, exercise equipment, cameras, clothing, accessories, jewelry, luggage, and other sports, recreational, and electronic goods of interest to male consumers.
U.S.A.	STUFF		77/950.918		38 Mobile media services in the nature of electronic transmission of entertainment media content, namely, articles, photographs, movies, videos and blogs about automobiles and other motorized vehicles, athletic equipment, electronic equipment, electronic gadgets, exercise equipment, cameras, electronic goods, clothing, accessories, jewelry, luggage, sports and recreational activities, all of interest to male consumers  41 Entertainment services and information services, namely, providing an online magazine in the field of men's lifestyle; providing online publications in the nature of e-zines in the field of automobiles and other motorized vehicles, athletic equipment, electronic equipment, electronic gadgets, exercise equipment, cameras, electronic goods, clothing, accessories, jewelry, luggage, sports and recreational activities, all of interest to male consumers; providing a website for

					entertainment purposes where users can view photographs, movies, and videos featuring automobiles and other motorized vehicles, athletic equipment, electronic equipment, electronic gadgets, exercise equipment, cameras, electronic goods, clothing, accessories, jewelry, luggage, sports and recreational activities, all of interest to male consumers
U.S.A.	STUFF VIP TRAVEL	3,263,008		07/10/2007	39 Travel agency services, namely, making reservations and bookings for transportation; Travel guide services; Travel information services; Travel, excursion and cruise arrangement. FIRST USE: 20060103. FIRST USE IN COMMERCE: 20060103  43 Providing travel lodging information services and travel lodging booking agency services for travelers; Travel agency services, namely, making reservations and booking for temporary lodging; Travel agency services, namely, making reservations and bookings for restaurants and meals.
U.S.A.	STUFF'S STARLETS	3,242,065		05/15/2007	41 Entertainment in the nature of beauty pageants.
U.S.A.	THE BEST THING TO HAPPEN TO MEN SINCE WOMEN	2,165,852		06/16/1998	16 magazines concerning men's lifestyle and popular culture
U.S.A.	YOUR MUSIC BUDDY	3,301,564		10/02/2007	16 Magazines featuring music and popular culture
	STUFF'S	1,662,004		09/26/2005	16

REDACTED -- SHOWS NON-US TRADEMARK REGISTRATIONS

TRADEMARK

RECORDED: 06/05/2015

REEL: 005546 FRAME: 0950