

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Hollywood Reporter, LLC		06/01/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Guggenheim Corporate Funding, LLC
Street Address:	135 East 57th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	2208161	STAR POWER
Registration Number:	2320657	STAR POWER
Registration Number:	2179876	HOLLYWOOD HYPERLINKS
Registration Number:	2245657	THEHOLLYWOODREPORTER
Registration Number:	1745378	KEY ART AWARDS
Registration Number:	1140385	THE HOLLYWOOD REPORTER
Registration Number:	0856584	THE HOLLYWOOD REPORTER
Registration Number:	1185696	THE HOLLYWOOD REPORTER STUDIO FOUNDED IN 1929 BLU-BOOK
Registration Number:	3519615	THE HOLLYWOOD REPORTER
Registration Number:	3518909	RISKY BUSINESS
Registration Number:	3781735	THR
Registration Number:	3785341	FIRST IN HOLLYWOOD
Registration Number:	3579898	RISKY BIZ

OP \$365.00 2208161

Registration Number:

3845212

THE LIVE FEED

CORRESPONDENCE DATA

Fax Number: (617)248-4000

Email: tmadmin@choate.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Elizabeth A. Walker

Address Line 1: Two International Place

Address Line 2: Choate, Hall & Stewart LLP

Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:

2009434.0003

NAME OF SUBMITTER:

Elizabeth A. Walker

Signature:

/Elizabeth A. Walker/

Date:

03/26/2012

Total Attachments: 4

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JOINDER TO GUARANTY AND COLLATERAL AGREEMENT

This JOINDER AGREEMENT (this "Agreement") dated as of June 1, 2011 is executed by The Hollywood Reporter, LLC ("Hollywood") for the benefit of Guggenheim Corporate Funding, LLC, as the Administrative Agent (the "Administrative Agent") in connection with that certain Guaranty and Collateral Agreement dated as of December 31, 2009 among the Grantors party thereto and the Administrative Agent (as amended, restated, supplemented or modified from time to time, the "Guaranty and Collateral Agreement"). Capitalized terms not otherwise defined herein shall have the meanings set forth in, or incorporated by reference into, the Guaranty and Collateral Agreement.

Hollywood is executing this Agreement pursuant to Section 8.16 of the Guaranty and Collateral Agreement.

In consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Hollywood agrees as follows:

1. Hollywood assumes all the obligations of a Grantor and a Guarantor under the Guaranty and Collateral Agreement and agrees that Hollywood is a Grantor and a Guarantor and bound as a Grantor and a Guarantor under the terms of the Guaranty and Collateral Agreement, as if it had been an original signatory to such agreement. In furtherance of the foregoing, Hollywood hereby assigns, pledges and grants to the Administrative Agent a security interest in all of its right, title and interest in and to the Collateral owned thereby to secure the Secured Obligations.
2. Schedules 1, 2, 3, 4, 5, 6, 7 of the Guaranty and Collateral Agreement are hereby amended to add the information relating to Hollywood set out on Schedules 1, 2, 3, 4, 5, 6, 7 respectively, hereof. Hollywood hereby makes to the Administrative Agent the representations and warranties set forth in the Guaranty and Collateral Agreement applicable to Hollywood and the applicable Collateral and confirms that such representations and warranties are true and correct after giving effect to such amendment to such Schedules.
3. In furtherance of its obligations under Section 5.2 of the Guaranty and Collateral Agreement, Hollywood agrees to deliver to the Administrative Agent appropriately complete UCC financing statements naming such person or entity as debtor and the Administrative Agent as secured party, and describing its Collateral and such other documentation as the Administrative Agent (or its successors or assigns) may require to evidence, protect and perfect the Liens created by the Guaranty and Collateral Agreement, as modified hereby. Hollywood acknowledges the authorizations given to the Administrative Agent under the Section 5.10(b) of the Guaranty and Collateral Agreement and otherwise.
4. Hollywood's address for notices under the Guaranty and Collateral Agreement shall be 770 Broadway, New York, NY 10003 and Hollywood hereby appoints Holdings as its agent to receive notices hereunder.
5. This Agreement shall be deemed to be part of, and a modification to, the Guaranty and Collateral Agreement and shall be governed by all the terms and provisions of the Guaranty and Collateral Agreement, with respect to the modifications intended to be made to such agreement, which terms are incorporated herein by reference, are ratified and confirmed and shall continue in full force and effect as valid and binding agreements of Hollywood enforceable against Hollywood. Hollywood hereby waives notice of the Administrative Agent's acceptance of this Agreement. Hollywood will deliver an executed original of this Agreement to the Administrative Agent.

The Hollywood Reporter, LLC

By: 
Manager

Schedule to Joinder Agreement

Trademarks

Please see attached trademarks of The Hollywood Reporter, LLC originally included in the Guaranty and Collateral Agreement dated December 31, 2009 (and the related Patent and Trademark Security Agreement of the same date), between e5 Global Media, LLC and e5 Global Media Holdings, LLC on the one hand, and Guggenheim Corporate Funding, LLC on the other hand, to which The Hollywood Reporter has now joined pursuant to this Joinder Agreement. Accordingly, such trademarks are still part of the Trademark Collateral as defined in the December 31, 2009 agreements, but are Trademark Collateral of The Hollywood Reporter as a Grantor under such agreements, by way of this Joinder Agreement.

Mark	Client Code	Matter Code	Country	Status	App./Serial No.	Reg. No.
HOLLYWOOD GUIDE	03672	T0034A	U.S.	PENDING	77/898,984	
TV REPORTER	03672	T0035A	U.S.	PENDING	77/898,987	
THE HOLLYWOOD REPORTER	03672	T0021AIN	INDIA	PUBLISHED	1600742	
THE HOLLYWOOD REPORTER	03672	T0021BIN	INDIA	PUBLISHED	1599915	
STAR POWER	03672	T0010A	U.S.	REGISTERED	75/268,379	2,208,161
STAR POWER	03672	T0010B	U.S.	REGISTERED	75/538,378	2,320,657
HOLLYWOOD HYPERLINKS	03672	T0013A	U.S.	REGISTERED	75/126,565	2,179,876
THE HOLLYWOOD REPORTER	03672	T0015A	U.S.	REGISTERED	75/395,937	2,245,657
KEY ART AWARDS	03672	T0016A	U.S.	REGISTERED	74/095,044	1,745,378
THE HOLLYWOOD REPORTER & Design (Old Script Design)	03672	T0017A	U.S.	REGISTERED	73/213,517	1,140,385
THE HOLLYWOOD REPORTER & Design (Old Script Design)	03672	T0017AEM	EUROPE (CTM)	REGISTERED	91,074	91,074
THE HOLLYWOOD REPORTER & Design (Old Script Design)	03672	T0017AKR	SOUTH KOREA	REGISTERED	40-2001-17017	40-526132
THE HOLLYWOOD REPORTER (Stylized)	03672	T0019A	U.S.	REGISTERED	72/283,063	0,856,584
THE HOLLYWOOD REPORTER STUDIO	03672	T0020A	U.S.	REGISTERED	73/215,262	1,185,696
THE HOLLYWOOD REPORTER	03672	T0021A	U.S.	REGISTERED	77/407,221	3,519,615
THE HOLLYWOOD REPORTER	03672	T0021AJP	JAPAN	REGISTERED	5-275	3077332
RISKY BUSINESS	03672	T0023A	U.S.	REGISTERED	77/123,315	3,518,909

THE BOLLYWOOD REPORTER	03672	T0024AIN	INDIA	REGISTERED	1596229	1596229
THE BOLLYWOOD REPORTER	03672	T0024BIN	INDIA	REGISTERED	1596228	1596228
THR and Design	03672	T0026A	U.S.	REGISTERED	77/408,247	3,781,735
FIRST IN HOLLYWOOD	03672	T0027A	U.S.	REGISTERED	77/408,237	3,785,341
RISKY BIZ	03672	T0028A	U.S.	REGISTERED	77/522,490	3,579,898
THE LIVE FEED	03672	T0036A	U.S.	REGISTERED	77/937,789	3,845,212