

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Alloy Entertainment		01/20/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Warner Bros. Entertainment Inc.		
<b>Street Address:</b>	4000 Warner Boulevard		
<b>City:</b>	Burbank		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91522		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77123303	GOSSIP GIRL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202 857 6389		
<b>Email:</b>	henrye@arentfox.com		
<b>Correspondent Name:</b>	Michael A. Grow		
<b>Address Line 1:</b>	1050 Connecticut Avenue, NW		
<b>Address Line 2:</b>	Arent Fox LLP		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	32052/000		
<b>NAME OF SUBMITTER:</b>	Michael A. Grow		
<b>Signature:</b>	/Michael A. Grow/		

**OP \$40.00 77123303**

Date:

01/20/2010

Total Attachments: 1

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**ASSIGNMENT**

WHEREAS, Alloy Entertainment LLC ("Assignor"), a Delaware limited liability company, having an address of 151 West 26th Street, New York, New York 10001, is the owner of all right, title and interest in and to the mark GOSSIP GIRL for which Assignor filed Application No. 77/123303 in the Patent and Trademark Office on March 6, 2007;

WHEREAS, Warner Bros. Entertainment Inc. ("Assignee"), a Delaware corporation, having an address of 4000 Warner Boulevard, Burbank, California 91522, is desirous of acquiring all right, title and interest in and to said mark for the goods listed in said application as well as the application itself, together with the goodwill of the business associated with the mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest that Assignor may possess in and to said mark and the application thereof, together with the goodwill of the business symbolized by the mark.

ALLOY ENTERTAINMENT LLC



By \_\_\_\_\_

Printed Name Gina D. Gioia

Title Secretary

Date 1/20/10

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