

**Interim Designation of Agent to Receive Notification  
of Claimed Infringement**

**Full Legal Name of Service Provider:** SML Media Group, LLC

**Alternative Name(s) of Service Provider (including all names under which the service provider is doing business):** \_\_\_\_\_

**Address of Service Provider:** 817 Broadway, 4th Floor, New York, NY 10003


**Name of Agent Designated to Receive Notification of Claimed Infringement:** Chief Administrative Officer

**Full Address of Designated Agent to which Notification Should be Sent** (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location):  
817 Broadway, 4th Floor, New York, NY 10003

**Telephone Number of Designated Agent:** 646-278-9900

**Facsimile Number of Designated Agent:** 646-688-4029

**Email Address of Designated Agent:** copyright@shopmylabel.com

**Signature of Officer or Representative of the Designating Service Provider:**  
 \_\_\_\_\_ **Date:** 9/16/2011

**Typed or Printed Name and Title:** Jay McElynn, CAO

**Note: This Interim Designation Must be Accompanied by a Filing Fee\*  
Made Payable to the Register of Copyrights.**

**\*Note: Current and adjusted fees are available on the Copyright website at  
[www.copyright.gov/docs/fees.html](http://www.copyright.gov/docs/fees.html)**



**Received**

**SEP 20 2011**

**Copyright Office**