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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual General Partnership Limited Partnership
- Corporation Association

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Other

Citizenship/State of Incorporation/Organization

05/20/1999 JSHABAZZ 00000130 75520091

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 OP
300.00 OP

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 001899 FRAME: 0355

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text" value="75520091"/>	<input type="text" value="75520095"/>	<input type="text" value="74649775"/>	<input type="text" value="2082571"/>	<input type="text" value="2155856"/>	<input type="text" value="1403984"/>
<input type="text" value="75124341"/>	<input type="text" value="75540608"/>	<input type="text"/>	<input type="text" value="2171720"/>	<input type="text" value="1623572"/>	<input type="text" value="1216645"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1221612"/>	<input type="text" value="1880547"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Alexandra N. DeNeve

Name of Person Signing

Signature

May 7, 1999

Date Signed

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into this ¹20 day of April, 1999, ("Effective Date"), by and between EMAP Petersen, Inc., a Delaware corporation, with its principal office at 6420 Wilshire Boulevard, Los Angeles, California 90048 ("Assignor"), and Petersen Publishing Company, L.L.C., a Delaware limited liability company, with its principal office at 6420 Wilshire Boulevard, Los Angeles, California 90048 ("Assignee").

WHEREAS, Assignor has agreed to assign to Assignee the entire right, title and interest in and to the trademarks and the United States trademark registrations and applications for registration identified and set forth on Schedules A and B respectively, attached hereto, (collectively, the "Marks"), together with the goodwill of the business associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee the entire right, title and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used, and all registrations and applications therefor, in the United States, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment and sale had not been made; together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives. Assignor requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner thereof.

* * *

IN TESTIMONY WHEREOF, the Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned officers thereunto duly authorized this 20th day of April, 1999.

EMAP PETERSEN, INC.

By: John Baillie

Name: John Baillie

Title: Chief Financial Officer

PETERSEN PUBLISHING COMPANY, L.L.C.

By: Terry Tuttle

Name: Terry Tuttle

Title: Vice President, Finance

STATE OF California)
COUNTY OF Los Angeles) SS.

On this 20th day of April, 1999, there appeared before me John Baillie, personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed on behalf and with full authority of EMAP Petersen, Inc.

Kristien J. Brada
Notary Public



STATE OF California)
COUNTY OF Los Angeles) SS.

On this 20th day of April, 1999, there appeared before me Terry Tuttle, personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed on behalf and with full authority of Petersen Publishing Company, L.L.C.

Kristien J. Brada
Notary Public



SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
DRAG RACING MONTHLY	2,082,571	July 22, 1997
DRAG RACING MONTHLY	2,155,856	May 5, 1998
FOUR WHEELER	1,403,984	August 5, 1986
FOUR WHEELER	2,171,720	July 7, 1998
OPEN WHEEL	1,623,572	November 20, 1990
STOCK CAR RACING	1,216,645	November 16, 1982
STOCK CAR RACING (LOGO)	1,221,612	December 28, 1982
SUPER STOCK & DRAG ILLUSTRATED	1,880,547	February 28, 1995

SCHEDULE B

U.S. TRADEMARK APPLICATIONS

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
FULL SIZE 4X4	75/520091	July 16, 1998
OPEN WHEEL	75/520095	July 16, 1998
SLAMMER	75/649775	March 17, 1995
STOCK CAR RACING	75/124341	June 24, 1996
WHEN THE GREEN FLAG DROPS, THE BULLSHIT STOPS	75/540608	August 21, 1998