

RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

TRADEMARKS ONLY

FORM PTO-1594  
(Rev. 6-93)

OMB No. 0651-0011 (exp. 4/94)  
Tab settings ⇄ ⇄

6818, 6819, 6820, 6821

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Bell & Howell Publishing Services

- Individual
- Association
- Corporation - Delaware     Limited Partnership
- Other

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: PowerSports Network, Inc.

Internal Address: \_\_\_\_\_

Street Address: 1099 Quail Court, Suite 205

City: Pewaukee State: WI Zip: 53072

- Individual(s) citizenship \_\_\_\_\_
- Wisconsin Corporation
- General Partnership
- Limited Partnership
- Other

If assignor is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Change of Name
- Assignment Execution Date: February 27, 2002
- Merger
- Security Agreement
- Other - Partnership dissolution

4. Application number(s) :

A. Trademark Application No.(s)

75/822,139    75/822,689  
75/822,147    75/822,688

Additional numbers attached?  Yes  No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Daniel E. Kattman, Esq.

Internal Address: \_\_\_\_\_

Street Address: Reinhart Boerner Van Deuren s.c.  
1000 North Water Street, Suite 2100

City: Milwaukee State: WI Zip: 53202

6. Total number of applications and registrations involved: ..... 4

7. Total fee (37 CFR 3.41)..... \$115.00

- Enclosed
- Authorized to be charged to deposit account
- Any Deficiencies in Enclosed Fee should be charged to our Deposit Account.

8. Deposit account number:

18-0882

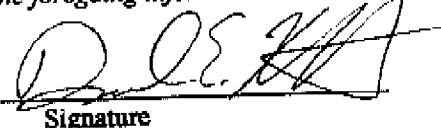
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Daniel E. Kattman  
Name of Person Signing



March 27, 2002

Date

Total number of pages including cover sheet, attachments, and document: [5]

843907

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

**TRADEMARK ASSIGNMENT**

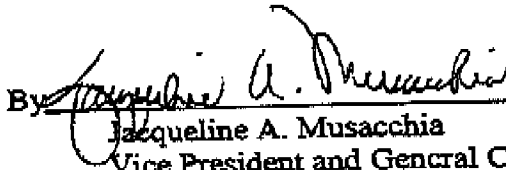
**WHEREAS**, Bell & Howell Publishing Services Company, ("ASSIGNOR"), a Delaware corporation, whose business address is 3900 Kinross Lakes Parkway, Richfield, Ohio, 44286 is the owner of intent to use Application Nos. 75/822,689; 75/822,147; 75/822,688 for the mark MOTORCYCLEWORLD.COM in Classes 18, 21 and 25, respectively, which it had a bona fide intent to use through its wholly-owned subsidiary MotorcycleWorld.com, Inc.; and

**WHEREAS**, PowerSports Network, Inc., ("ASSIGNEE"), a Wisconsin corporation, whose business address is 1099 Quail Court, Suite 205, Pewaukee, Wisconsin 53072, acquired assets of ASSIGNOR's wholly-owned subsidiary, including the on-going and existing portion of the business to which the Mark related, and is desirous of acquiring all right, title, and interest in and to said trademark and the applications therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR confirms it sold assets of its wholly-owned subsidiary, including the on-going and existing portion of the business to which the mark related and that it hereby assigns unto the said ASSIGNEE all right title and interest in and to said trademark and the applications therefor.

Executed at Richfield, Ohio this 27<sup>th</sup> day of February, 2002

**Bell & Howell Publishing Services  
Company**

By   
Jacqueline A. Musacchia  
Vice President and General Counsel

**SERVICE MARK ASSIGNMENT**

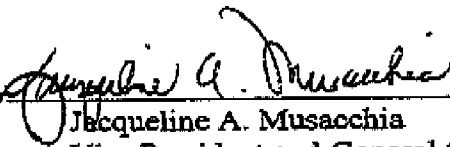
**WHEREAS**, Bell & Howell Publishing Services Company, a Delaware corporation ("ASSIGNOR"), whose business address is 3900 Kinross Lakes Parkway, Richfield, Ohio, 44286 adopted and used the mark MOTORCYCLEWORLD.COM; and was the owner of Application No. 75/822,139 for the mark MOTORCYCLEWORLD.COM in Classes 35, 38 and 41; and

**WHEREAS**, PowerSports Network, Inc., ("ASSIGNEE"), a Wisconsin corporation, whose business address is 1099 Quail Court, Suite 205, Pewaukee, Wisconsin 53072, is desirous of acquiring all right, title, and interest in and to said service mark and the application therefor.

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR hereby assigns unto the said ASSIGNEE all right, title, and interest in and to said service mark and the application therefor, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said service mark.

Executed at Richfield, Ohio this 27<sup>th</sup> day of February, 2002

**Bell & Howell Publishing Services  
Company**

By   
Jacqueline A. Musacchia  
Vice President and General Counsel