

03-04-2002



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp.5/31/2002)

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office Attorney Client Matter No.: 062,475-4

Tab settings ⇌ ⇌ ⇌

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

<p>1. Name of conveying party(ies): Bell & Howell Publishing Services <u>3-1-02</u></p> <p><input type="checkbox"/> Individuals <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State Delaware <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: <u>PowerSports Network, Inc.</u> Internal Address: _____ Street Address: <u>1099 Quail Court, Suite 205</u> City: <u>Pewaukee</u> State: <u>Wisconsin</u> Zip: <u>53072</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State <u>Wisconsin</u> <input type="checkbox"/> Other _____</p> <p><small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</small></p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>February 27, 2002</u></p>	

<p>4. Application number(s) or registration number(s)</p> <p>A. Trademark Application No.(s) <u>75/822,139</u></p>	<p>B. Trademark Registration No.(s)</p> <p>Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Francie R. Gorowitz, Esq.</u> Internal Address: _____ Street Address: <u>1999 Avenue of the Stars</u> City: <u>Los Angeles</u> State: <u>CA</u> Zip: <u>90067</u></p>	<p>6. Total number of applications and registrations involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41).....\$ <u>40.00</u></p> <p><input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: <u>500639</u></p> <p><small>(Attach duplicate copy of this page if paying by deposit account)</small></p>
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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.

Francie R. Gorowitz Francie Gorowitz February 27, 2002
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

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

03/04/2002 GTON11 00000006 500639 75822139

01 FC:481 40.00 CH CCI:556372.1

TRADEMARK REEL: 002452 FRAME: 0617

SERVICE MARK ASSIGNMENT

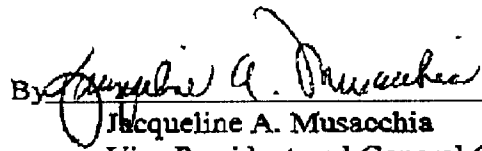
WHEREAS, Bell & Howell Publishing Services Company, a Delaware corporation ("ASSIGNOR"), whose business address is 3900 Kinross Lakes Parkway, Richfield, Ohio, 44286 adopted and used the mark MOTORCYCLEWORLD.COM; and was the owner of Application No. 75/822,139 for the mark MOTORCYCLEWORLD.COM in Classes 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 27th day of February, 2002

**Bell & Howell Publishing Services
Company**

By 
Jacqueline A. Musacchia
Vice President and General Counsel