

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.

1. Name of conveying party(ies): Bell & Howell Publishing Services 3-1-02
Individuals Association
General Partnership Limited Partnership
Corporation-State Delaware
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: Wisconsin Zip: 53072
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Wisconsin
Other
If assignee 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:
Assignment Merger
Security Agreement Change of Name
Other
Execution Date: February 27, 2002

4. Application number(s) or registration number(s)
A. Trademark Application No.(s)
75/822,689
75/822,147
75/822,688
Additional number(s) attached Yes No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Francie R. Gorowitz, Esq.
Internal Address:
Street Address: 1999 Avenue of the Stars
City: Los Angeles State: CA Zip: 90067

6. Total number of applications and registrations involved: 3
7. Total fee (37 CFR 3.41): \$ 90.00
Enclosed
Authorized to be charged to deposit account
8. Deposit account number: 500639
(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.
Francie R. Gorowitz
Name of Person Signing Signature
February 27, 2002
Date
Total number of pages including cover sheet, attachments, and document: 2

03/04/2002 6TON11 00000005 500639 75822689 Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

D1 FC:481 40.00 CH
D2 FC:482 50.00 CH
CC1:556378.1

TRADEMARK ASSIGNMENT

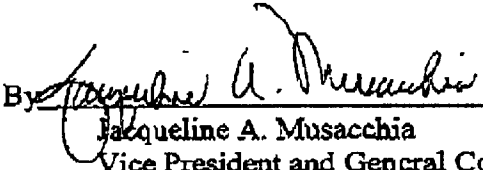
WHEREAS, Bell & Howell Publishing Services Company, ("ASSIGNOR"), a Delaware corporation, whose business address is 3900 Kinross Lakes Parkway, Richfield, Ohio, 44286 is the owner of intent to use Application Nos. 75/822,689; 75/822,147; 75/822,688 for the mark MOTORCYCLEWORLD.COM in Classes 18, 21 and 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 27th day of February, 2002

**Bell & Howell Publishing Services
Company**

By 

Jacqueline A. Musacchia
Vice President and General Counsel