

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Winsor Publishing LLC		07/30/2004	Limited Liability Company: COLORADO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Belvoir Equine Group LLC		
<b>Street Address:</b>	75 Holly Hill Lane, P.O. Box 2626		
<b>City:</b>	Greenwich		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06836-2626		
<b>Entity Type:</b>	Limited Liability Company: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2239462	SPIN TO WIN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)382-2124		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-768-3800		
<b>Email:</b>	pto@steinberggraskin.com		
<b>Correspondent Name:</b>	Amy F. Divino		
<b>Address Line 1:</b>	1140 Avenue of the Americas, 15th Floor		
<b>Address Line 2:</b>	Steinberg & Raskin, P.C.		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	367.1160		
<b>NAME OF SUBMITTER:</b>	Sharon Meyer		
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif			

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## TRADEMARK ASSIGNMENT

**TRADEMARK ASSIGNMENT**, made as of July 30, 2004, between Belvoir Equine Group LLC, a Connecticut limited liability company, having an address at 75 Holly Hill Lane, P.O. Box 2626, Greenwich, CT 06836-2626 ("Assignee"), and Winsor Publishing LLC, a Colorado limited liability company, having a place of business at 730 Front Street, Louisville, CO 80027 ("Assignor").

**WHEREAS**, Assignor, on the one hand, and Assignee, on the other hand, have entered into an Asset Purchase Agreement, on the date hereof (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase certain of the assets of Assignor, and Assignee has agreed to assume certain of the liabilities of Assignor, in each case relating to the Business (as defined in the Purchase Agreement);

**WHEREAS**, Assignor is the owner of the registered trademarks relating to the business listed and described on Exhibit A attached hereto (along with the goodwill associated with each of the foregoing collectively, the "Marks");

**WHEREAS**, Assignee desires to acquire Assignor's entire right, title and interest in and to the Marks; and

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Marks, together with the goodwill symbolized by them, throughout the world, and any renewals or extensions thereof.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Purchase Agreement, the terms, provisions and conditions of the Purchase Agreement shall govern.

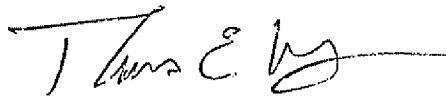
This instrument shall be governed by the laws of the State of Connecticut (without regard to conflicts of laws principles).

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

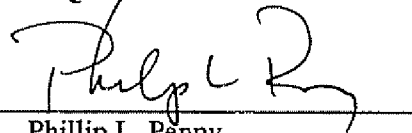
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IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 30<sup>th</sup> day of July, 2004.

**WINSOR PUBLISHING LLC**

By:   
Name: Thomas E. Winsor  
Title: General Manager

**BELVOIR EQUINE GROUP LLC**

By:   
Name: Phillip L. Penny  
Title: General Manager

**EXHIBIT A**

<u>COUNTRY</u>	<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
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United States	SPIN TO WIN	2239462	4/13/1999	REGISTERED
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*Rec Owner* WINSOR PUBLISHING LLC

16: Publications, namely, newsletters containing topics of general interest featuring subject matter relating to horses and team roping