

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Adams Recreation Publishing, Inc.		05/23/2002	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	MCA Communications, LLC
Street Address:	420 S. Palm Canyon Drive
Internal Address:	2nd Floor
City:	Palm Springs
State/Country:	CALIFORNIA
Postal Code:	92262
Entity Type:	limited liability company: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2260637	RECREATION RESOURCES
Registration Number:	2253080	WHAT'S NEW FOR FAMILY FUN CENTERS

CORRESPONDENCE DATA	
Fax Number:	(312)616-5700
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-616-5652
Email:	lsullivan@leydig.com
Correspondent Name:	Leydig Voit & Mayer, Ltd.
Address Line 1:	Two Prudential Plaza, 180 N. Stetson
Address Line 2:	Suite 4900
Address Line 4:	Chicago, ILLINOIS 60601-6780

ATTORNEY DOCKET NUMBER:	231463
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NAME OF SUBMITTER:	Lynn A. Sullivan
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Total Attachments: 2  
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**ASSIGNMENT OF TRADEMARKS**

WHEREAS, **Adams Recreation Publishing, Inc.** (Assignor), a Delaware corporation, having its principal offices at 68-860 Perez Road, Cathedral City, CA 92234 has adopted, used, is using and is the owner of the following marks listed on Schedule A attached hereto, now registered in the United States Patent and Trademark Office:


WHEREAS, **MCA Communications, LLC** (Assignee), a Delaware limited liability company, having its principal place of business at 420 S. Palm Canyon Drive, 2<sup>nd</sup> Floor, Palm Springs, CA 92262 is desirous of acquiring said marks;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said marks, together with the goodwill of the business symbolized by said marks and registrations thereof, and including all common-law and other rights in said marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said marks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment *nunc pro tunc* effective on the 23rd day of May 2002.

**Adams Recreation Publishing, Inc.**

By:  
Title:

  
Joseph Colun  
CFO

**SCHEDULE A**

<b>MARK</b>	<b>REGISTRATION NO.</b>
<b>RECREATION RESOURCES</b>	<b>2260637</b>
<b>WHAT'S NEW FOR FAMILY FUN CENTERS</b>	<b>2253080</b>