

**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
Winsor Publishing LLC		07/30/2004	Limited Liability Company: COLORADO

RECEIVING PARTY DATA	
Name:	Belvoir Equine Group LLC
Street Address:	75 Holly Hill Lane, P.O. Box 2626
City:	Greenwich
State/Country:	CONNECTICUT
Postal Code:	06836-2626
Entity Type:	Limited Liability Company: CONNECTICUT

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2099547	THE TRAIL RIDER

CORRESPONDENCE DATA	
Fax Number:	(212)382-2124
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-768-3800
Email:	pto@steinberggraskin.com
Correspondent Name:	Amy F. Divino
Address Line 1:	Steinberg & Raskin, P.C.
Address Line 2:	1140 Avenue of the Americas, 15th Floor
Address Line 4:	New York, NEW YORK 10036-5803

ATTORNEY DOCKET NUMBER:	367.1161
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NAME OF SUBMITTER:	Sharon Meyer
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Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif
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CH \$40.00 2099547

## 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.

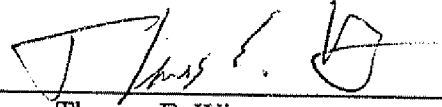
This instrument shall be governed by the laws of the State of Connecticut (without regard to conflicts of laws principles).

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.

[THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK]

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**

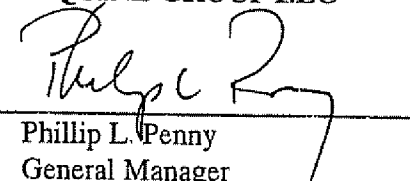
By:   
Name: Phillip L. Penny  
Title: General Manager

EXHIBIT A

<u>COUNTRY</u>	<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
United States	THE TRAIL RIDER	2099547	9/23/1997	REGISTERED

*Rec. Owner:* WINSOR PUBLISHING LLC.

16: Newsletter style magazine in the field of leisure horse riding, trail riding and horseback riding in recreational and trail riding areas.