

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Competitor Magazine		08/01/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	CM Sports, LLC		
Street Address:	444 So. Cedros Avenue		
Internal Address:	Suite 185		
City:	Solana Beach		
State/Country:	CALIFORNIA		
Postal Code:	92075		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75611477	MUDDY BUDDY	
CORRESPONDENCE DATA			
Fax Number:	(619)702-6813		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(619) 685-3055		
Email:	alspough@scmv.com		
Correspondent Name:	John H. Alspaugh		
Address Line 1:	750 "B" Street		
Address Line 2:	2100 Symphony Towers		
Address Line 4:	San Diego, CALIFORNIA 92101		
NAME OF SUBMITTER:	John H. Alspaugh		
Signature:	/John H. Alspaugh/		
Date:	08/17/2005		

CH \$40.00 75611477

Total Attachments: 1
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ASSIGNMENT OF SERVICE MARK

Competitor Magazine ("Assignor") is the owner of the service mark "Muddy Buddy" ("Service Mark") in connection with hosting organizing, conducting, sponsoring, and carrying out athletic events, namely, cycling and running events, and entertainment services, namely, television programs featuring cycling and running events. The Service Mark was registered in International Class 041 with the Federal Patent and Trademark Office Principal Register on October 24, 2000, as Registration No. 2,398,589.

Assignor, for good and valuable consideration, the receipt of which is hereby acknowledged, hereby transfers and assigns to CM Sports, LLC, a California limited liability company ("Assignee"), and Assignee does hereby accept, all right, title, and interest of Assignor in and to the Service Mark and the goodwill of the business symbolized thereby, including without limitation all rights of Assignor in the Certificate of Registration.

Dated: Effective as of August 1, 2005

ASSIGNOR:

COMPETITOR MAGAZINE,
a California corporation

By: Lois Schwartz
Vice President
(print name, title)

ASSIGNEE:

CM SPORTS, LLC,
a California limited liability Company

By: Lois Schwartz
Lois Schwartz, Manager