

**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>
Guy Petersen		09/21/2005	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Petersen Events Corp.		
<b>Street Address:</b>	11901 Goldring Road		
<b>Internal Address:</b>	Suite C		
<b>City:</b>	Arcadia		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91006		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2654447	OFF ROAD EXPO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(218)725-6800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(218) 725-6840		
<b>Email:</b>	mmarkusen@fryberger.com		
<b>Correspondent Name:</b>	Martha Markusen		
<b>Address Line 1:</b>	302 West Superior Street		
<b>Address Line 2:</b>	Suite 700		
<b>Address Line 4:</b>	Duluth, MINNESOTA 55802		
<b>NAME OF SUBMITTER:</b>	Martha Markusen		
<b>Signature:</b>	/mmm/		
<b>Date:</b>	10/05/2005		

OP \$40.00 2654447

Total Attachments: 2  
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**TRADEMARK ASSIGNMENT**

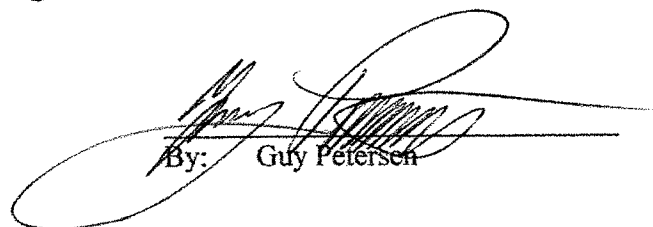
This **TRADEMARK ASSIGNMENT** ("Assignment") is made this <sup>12<sup>th</sup></sup> ~~9<sup>th</sup>~~ day of September, 2005, by Guy Petersen ("Assignor"), to Petersen Events Corp. ("Assignee").

**WHEREAS**, Assignor has adopted and used in its business the trademarks identified in **Exhibit A** hereto (the "Trademarks");

**WHEREAS**, Assignee desires the entire right, title and interest in and to the Trademarks, together with the registrations therefor and the goodwill of the business associated with the use of and symbolized by the Trademarks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee its entire right, title and interest in and to the Trademarks, and the registrations therefor, together with the goodwill of the business associated with and symbolized by the Trademarks and the right to sue and recover for past or future infringements of the Trademarks. To the extent that any of Assignor's rights in the Trademarks cannot be assigned and transferred to Assignee, Assignor hereby grants Assignee an irrevocable, worldwide, fully-paid-up, royalty-free, exclusive license, with the right to sublicense, to make, have made, use, have used, sell, have sold, offer for sale, have offered for sale, import, have imported, improve, and otherwise exploit or utilize in any manner the Trademarks.

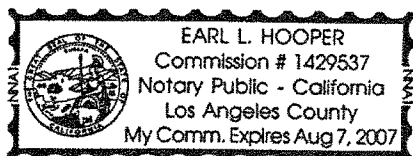
**IN WITNESS WHEREOF**, Assignor has executed this instrument.

  
By: Guy Petersen

STATE OF CALIFORNIA )  
 ) SS:  
COUNTY OF LOS ANGELES )

On this 21<sup>st</sup> day of SEPT 2005, before me personally came GUY PETERSEN known to me and to me known as the same individual whose name is subscribed to the foregoing instrument, and acknowledged that he executed the foregoing instrument as his free and voluntary act for the uses and purposes set forth.

OFFICIAL SEAL



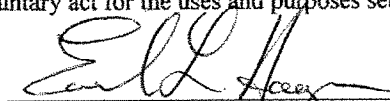
  
Notary Public  
My Commission Expires 8-7-07

Exhibit A

MARK	JURISDICTION	REGISTRATION NUMBER	REGISTRATION DATE
OFF ROAD EXPO	U.S.	2654447	November 26, 2002