

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ann Arbor Media Group		10/03/2005	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	J.W. Edwards, Inc.		
Street Address:	2500 South State Street		
City:	Ann Arbor		
State/Country:	MICHIGAN		
Postal Code:	48104-6146		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78427693		
Serial Number:	78437272		
Serial Number:	78529014		
Serial Number:	78529042	SPORTS MEDIA GROUP	
CORRESPONDENCE DATA			
Fax Number:	(248)203-0763		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	248-203-0700		
Email:	ipmail@dykema.com		
Correspondent Name:	Michelle R. Osinski		
Address Line 1:	39577 Woodward Avenue		
Address Line 2:	Suite 300		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	28656-0110/0111/0108/0107		

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REEL: 003173 FRAME: 0842

NAME OF SUBMITTER:	Connie McLean
Signature:	/Connie McLean/
Date:	10/07/2005
Total Attachments: 2 source=Assignment-AnnArborMediaGroup#page1.tif source=Assignment-AnnArborMediaGroup#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective as of the 3rd day of October, 2005 (the "Effective Date"), is made by and between Ann Arbor Media Group, a Michigan limited liability company with an address at 2500 South State Street, Ann Arbor, Michigan 48104-6146 ("Assignor") and J.W. Edwards, Inc., a Michigan corporation with an address at 2500 South State Street, Ann Arbor, Michigan 48104-6146 ("Assignee");

WHEREAS, Assignor is the owner of the trademark applications and registrations thereof listed on Schedule A attached to this Assignment (collectively, the "Trademarks");

WHEREAS, Assignor wishes to sell, and Assignee wishes to acquire Assignor's entire right, title and interest in, to and under the Trademarks, including all common law rights therein and all applications and registrations thereof, together with the goodwill that they represent.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

Assignor hereby assigns, sells and sets over unto the Assignee, its successors, legal representatives and assigns, the entire right, title, and interest in and to any and all rights and privileges associated with the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and any and all renewals thereof, and the right to bring suit and collect damages for past infringements thereof. Assignor hereby covenants and agrees that the Assignor will at any time upon the request and at the expense of the Assignee execute and deliver any and all papers and do all lawful acts that may be necessary or desirable to perfect said right, title, and interest and said rights and privileges in Assignee, its successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the Effective Date.

ANN ARBOR MEDIA GROUP., as Assignor

By: 

Name: James M. Edwards

Title: Member


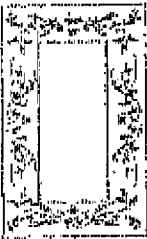


J.W. EDWARDS, INC., as Assignee

By: 

Name: James M. Edwards

Title: President

SCHEDULE A

<u>Trademark</u>	<u>U.S. Application No.</u>	<u>Filing Date</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
	78/427,693	06/01/2004		
	78/437,272	06/17/2004		
	78/529,014	12/08/2004		
	78/529,042	12/08/2004		

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