

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
Classic Productions, Inc.		04/05/2006	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Fitness Publications, Inc.		
Street Address:	3110 Main Street		
Internal Address:	Suite 300		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90405		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78695790	ARNOLD SPORTS FESTIVAL	
CORRESPONDENCE DATA			
Fax Number:	(310)282-2200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	dgrace@loeb.com		
Correspondent Name:	David W. Grace c/o Loeb & Loeb LLP		
Address Line 1:	10100 Santa Monica Boulevard		
Address Line 2:	Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067-4120		
ATTORNEY DOCKET NUMBER:	204413-00122		
NAME OF SUBMITTER:	David W. Grace		
Signature:	/David W. Grace/		
Date:	04/17/2006		

CH \$40.00 78695790

Total Attachments: 1
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TRADEMARK ASSIGNMENT

For and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Classic Productions, Inc., an Ohio corporation, ("Assignor"), having a place of business at 1245 Worthington Woods Boulevard, Worthington, Ohio 43085, hereby sells, assigns, and transfers to Fitness Publications, Inc., a California corporation, having a place of business at 3110 Main Street, Suite 300, Santa Monica, California 90405 ("Assignee"), absolutely and forever, its entire right, title, and interest, whether statutory or at common law, in and to the trademark ARNOLD SPORTS FESTIVAL (the "Mark"), together with the goodwill of the business symbolized by the Mark, and all corresponding registrations and applications to register the marks, including U.S. Application Serial No. 78695790, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 5 day of April 2006.

Classic Productions, Inc.

By: James J. Lorimer

Name: James J. Lorimer

Title: President

State of Ohio }
County of Franklin }

On April 5, ²⁰⁰⁶ before me, a notary public personally appeared James J. Lorimer personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature Elizabeth M. Perkins (Seal)

ELIZABETH M. PERKINS
MY COMMISSION EXPIRES 11-20-08
STATE OF OHIO

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