

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
Bradley David Productions, Inc.		05/22/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	Speed Channel, Inc.		
Street Address:	10201 West Pico Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90035		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78616209	TEXAS HARDTAILS	
CORRESPONDENCE DATA			
Fax Number:	(310)969-3095		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-369-5414		
Email:	tm@fox.com		
Correspondent Name:	Mei-lan Stark, Esq.		
Address Line 1:	P.O. Box 900		
Address Line 2:	Intellectual Property Dept.		
Address Line 4:	Beverly Hills, CALIFORNIA 90213-0900		
ATTORNEY DOCKET NUMBER:	CA2005006041		
NAME OF SUBMITTER:	Mei-lan Stark		
Signature:	/Mei-lan Stark/		
Date:	05/22/2006		

CH \$40.00 78616209

Total Attachments: 1
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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

MARK: TEXAS HARDTAILS
 INT'L CLASS: 41
 SERIAL NO.: 78/616209

STATE OF CALIFORNIA)
) ss
 COUNTY OF LOS ANGELES)

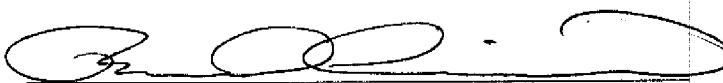
ASSIGNMENT OF TRADEMARK

Whereas, Bradley David Productions, Inc., a corporation duly organized and existing under the laws of the State of Indiana, United States of America, with its principal place of business at 8401 N. Kentucky Avenue, Suite M, Evansville, Indiana 47725, United States of America, has adopted, used and is using the trademark "TEXAS HARDTAILS" which is pending in the United States under Serial No. 78/616209.

WHEREAS, Speed Channel, Inc., a corporation duly organized and existing under the laws of the State of Delaware, United States of America, with its principal place of business at 10201 West Pico Boulevard, Los Angeles, California 90035, United States of America, is desirous of acquiring said mark and the application thereof, in connection with its use and on-going activities in connection with said trademark.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Bradley David Productions, Inc., does hereby assign to said Speed Channel, Inc., all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and the above-identified application thereof.

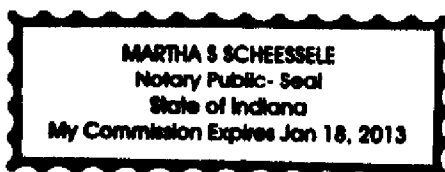
Bradley David Productions, Inc.



Name: Brad Kimmel
 Title: Chief Executive Officer

Subscribed and sworn to before me
 this 22 day of May, 2006

Martha S. Scheessele
 , Notary Public



RECORDED: 05/22/2006

TRADEMARK
 REEL: 003313 FRAME: 0898