

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                |                                   |
|----------------------------------|--|----------------|-----------------------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT   |                |                                   |
| NATURE OF CONVEYANCE:            | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                |                                   |
| EFFECTIVE DATE:                  | 01/02/2007   |                |                                   |
| <b>CONVEYING PARTY DATA</b>      |  |                |                                   |
| Name                             | Formerly   | Execution Date | Entity Type                       |
| Pro-Motion Motorsports LLC       |  | 01/02/2007     | LIMITED LIABILITY COMPANY: OREGON |
| <b>RECEIVING PARTY DATA</b>      |  |                |                                   |
| Name:                            | PRIMEDIA Specialty Group Inc.  |                |                                   |
| Street Address:                  | 745 Fifth Avenue   |                |                                   |
| City:                            | New York   |                |                                   |
| State/Country:                   | NEW YORK   |                |                                   |
| Postal Code:                     | 10151  |                |                                   |
| Entity Type:                     | CORPORATION: DELAWARE  |                |                                   |
| <b>PROPERTY NUMBERS Total: 3</b> |  |                |                                   |
| Property Type                    | Number   | Word Mark      |                                   |
| Serial Number:                   | 78347300   | ENDUROCROSS    |                                   |
| Serial Number:                   | 78737578   | ENDURO CROSS X |                                   |
| Serial Number:                   | 78722275   | SUPERQUADCROSS |                                   |
| <b>CORRESPONDENCE DATA</b>       |  |                |                                   |
| Fax Number:                      | (212)745-0131  |                |                                   |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                |                                   |
| Phone:                           | 2127450636   |                |                                   |
| Email:                           | samantha.favitta@primedia.com  |                |                                   |
| Correspondent Name:              | Jason S. Thaler  |                |                                   |
| Address Line 1:                  | 745 Fifth Avenue   |                |                                   |
| Address Line 2:                  | TM   |                |                                   |
| Address Line 4:                  | New York, NEW YORK 10151   |                |                                   |
| ATTORNEY DOCKET NUMBER:          | PROMOTION MOTORSPORTS ASS  |                |                                   |

OP \$90.00 78347300

|   |                   |
|---|-------------------|
| NAME OF SUBMITTER:  | Jason S. Thaler   |
| Signature:  | /Jason S. Thaler/ |
| Date:   | 01/03/2007        |
| <b>Total Attachments: 4</b><br>source=TM assignment pro-motion motorsports llc to PSG 1 2007#page1.tif<br>source=TM assignment pro-motion motorsports llc to PSG 1 2007#page2.tif<br>source=TM assignment pro-motion motorsports llc to PSG 1 2007#page3.tif<br>source=TM assignment pro-motion motorsports llc to PSG 1 2007#page4.tif |                   |

**TRADEMARK ASSIGNMENT**

**TRADEMARK ASSIGNMENT**, made as of January 2, 2007, by and among Pro-Motion Motorsports LLC, an Oregon limited liability company ("Assignor") and PRIMEDIA Specialty Group Inc., a Delaware corporation ("Assignee").

**WHEREAS**, pursuant to that certain Asset Purchase Agreement, dated January 2, 2007 (the "Agreement"), Assignor sold to Assignee assets relating to the Business (as defined in the Agreement);

**WHEREAS**, Assignor is the owner of certain trademarks used in connection with the Business, including, without limitation, those which are described on Exhibit A attached hereto (collectively, the "Trademarks"); and

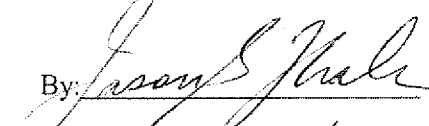
**WHEREAS**, pursuant to the terms of the Agreement, Assignee has acquired the entire right, title and interest in and to the Trademarks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, their entire right, title and interest in and to the Trademarks, and the right to register the Trademarks, in the United States and throughout the world, any and all goodwill relating thereto and any and all renewals and extensions of any such Trademarks, including but not limited to all causes of action and the right to bring any cause of action relating to any and all previously occurring acts including the rights being assigned and the right to receive and retain the proceeds relating to those causes of action or the settlement of such causes of action. Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full title in and to the Trademarks in the Assignee.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the date first above written.

**PRIMEDIA SPECIALTY GROUP INC.**

By:   
Name: *Jason Thota*  
Title: *Sensor VP*

**PRO-MOTION MOTORSPORTS, LLC**

By: \_\_\_\_\_

Name:  
Title:

**IN WITNESS WHEREOF**, Assignor and Assignee have executed this Trademark Assignment as of the date first above written.

**PRIMEDIA SPECIALTY GROUP INC.**

By: \_\_\_\_\_

Name:

Title:

**PRO-MOTION MOTORSPORTS, LLC**

By:  \_\_\_\_\_

Name: **TIM CLARK**

Title: **PRESIDENT**

## EXHIBIT A

All trademark rights relating to the Shows, Publications, Websites and any other trademarks used in connection with, or developed by, the Business, including, without limitation, the following:

ENDUROCROSS, Serial No. 78/347,300, Registration No. 3,181,526

ENDUROCROSS X (Stylized), Serial No. 78/737,578

SUPERQUADCROSS, Serial No. 78/722,275