

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
Action Sports Media Inc.		06/12/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Portland Arena Management LLC		
Street Address:	One Center Court, Suite 200		
City:	Portland		
State/Country:	OREGON		
Postal Code:	97227		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	75794387	SIZZLE FIZZLE	
Serial Number:	75799422	HUSTLE BOARD	
CORRESPONDENCE DATA			
Fax Number:	(503)736-2188		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(503) 797-9880		
Email:	christy.clinard@trailblazers.com		
Correspondent Name:	Christine Clinard		
Address Line 1:	One Center Court, Suite 200		
Address Line 4:	Portland, OREGON 97227		
NAME OF SUBMITTER:	Michael V. Fennell, VP/GC		
Signature:	/Michael V. Fennell/		
Date:	06/21/2007		

OP \$65.00 75794387

Total Attachments: 1

900079932

**TRADEMARK
 REEL: 003565 FRAME: 0565**



ASSIGNMENT

Effective this 12th day of June 2007, the parties to this Assignment ("Assignment") are Action Sports Media, Inc. ("Assignor") and Portland Arena Management LLC ("Assignee").

For good and valuable consideration, the parties agree as follows:

1. Assignor does hereby assign to Assignee all its rights and interest in the trademarks SIZZLE FIZZLE and HUSTLE BOARD ("Trademarks") and hereby consents to Assignee's use of the Trademarks prior to this Assignment. The Trademarks have been registered with the United States Patent and Trademark Office: SIZZLE FIZZLE has the registration number 2592202 and the serial number 75794387 and HUSTLE BOARD has the registration number 2413851 and the serial number 75799422.

2. Assignor covenants that it is the registered owner of the Trademarks but makes no other representation or warranty concerning the Trademarks. Assignee accepts the assignment of the Trademarks "AS IS, WHERE IS and WITH ALL FAULTS" and with NO WARRANTIES, EXPRESS OR IMPLIED, WRITTEN OR ORAL, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE from Assignor. Assignee acknowledges and agrees that it has thoroughly examined the Trademarks before entering into this Assignment or has been given the opportunity to thoroughly examine the Trademarks and has declined to do so.

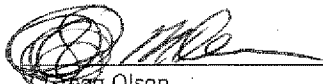
3. This is the entire agreement between the parties relating to the Trademarks described herein, and supersedes all prior agreements and understandings regarding the same. The parties intend this Assignment to be the complete and exclusive statement of the terms of their agreement.

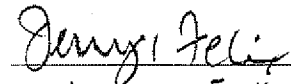
4. Each party has been represented by counsel or has had the opportunity to be represented by counsel in connection with the negotiation and preparation of this Assignment. Each party hereby waives the application of any rule of law that would otherwise be applicable in connection with the interpretation of this Assignment, including, without limitation, any rule of law to the effect that any provision of this Assignment shall be interpreted or construed against the party who drafted it.

5. All disputes, controversies, or claims arising out of or relating to this Assignment shall be settled by expedited mandatory arbitration under the auspices of the Arbitration Service of Portland, Inc. The arbitration shall be conducted as described below; however, to the extent ORS 36.600 to 36.740 ("Oregon Arbitration Act") requires otherwise, the arbitration will be conducted as required by the Oregon Arbitration Act. The arbitration shall be conducted in accordance with the rules of the Arbitration Service of Portland, Inc. as are in effect at the time of the date of this Assignment. Any judgment against either party may be entered upon it in any court having jurisdiction. Notice of the demand for arbitration shall be filed in writing with the other party and with the Arbitration Service of Portland, Inc. Each party shall be entitled to discovery, as provided for in the Oregon Arbitration Act. The arbitration shall take place in Portland, Oregon. The prevailing party, as determined by the arbitrator, shall be entitled to an award of reasonable attorney fees. The arbitration proceedings shall be conducted by a single arbitrator, in privacy, and except to the extent necessary to enforce any award, the proceedings and their results shall be confidential.

PORTLAND ARENA MANAGEMENT LLC

ACTION SPORTS MEDIA, INC.


Gregg Olson
Chief Financial Officer


Jerry L. Felix
(printed name)
Its: CFO