

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
American Graphics Group, LLC		05/18/2008	LIMITED LIABILITY COMPANY: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Randall-Reilly Publishing Company, LLC		
<b>Street Address:</b>	3200 Rice Mine Road N.E.		
<b>City:</b>	Tuscaloosa		
<b>State/Country:</b>	ALABAMA		
<b>Postal Code:</b>	35406		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3207354	DRIVING FORCE	
Registration Number:	2650873	BIG RIG OWNER	
Registration Number:	1978560	RPM FOR TRUCKERS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(704)339-3449		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	hcarpenter@rbh.com		
<b>Correspondent Name:</b>	Heather Carpenter, Paralegal		
<b>Address Line 1:</b>	Robinson Bradshaw & Hinson P.A.		
<b>Address Line 2:</b>	101 N. Tryon Street, Suite 1900		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28246		
<b>ATTORNEY DOCKET NUMBER:</b>	18901.00019		
<b>NAME OF SUBMITTER:</b>	Heather Carpenter		

OP \$90.00 3207354

Signature:

/Heather Carpenter/

Date:

05/20/2008

**Total Attachments: 3**

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## FORM OF TRADEMARK ASSIGNMENT

**WHEREAS, AMERICAN GRAPHICS GROUP, LLC**, an Indiana limited liability company ("Assignor"), is the owner of the trademark registrations and applications in the United States Patent and Trademark Office and the Canadian Intellectual Property Office as set forth on **Schedule A** (all such trademark registrations and applications, collectively, the "Trademarks"); and

**WHEREAS, RANDALL-REILLY PUBLISHING COMPANY, LLC** ("Assignee"), a Delaware limited liability company with offices at 3200 Rice Mine Road N.E., Tuscaloosa, Alabama 35406, is desirous of acquiring any and all rights that Assignor may have in and to the Trademarks and the registrations and applications therefor, together with the goodwill of the business symbolized by the Trademarks, along with the right to recover for damages and profits for past, present and future infringements thereof;

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Trademarks and the registrations and applications therefor in the United States and throughout the world together with the goodwill of the business symbolized by the Trademarks, along with the right to sue and recover for, and the right to profits, penalties or damages due or accrued arising out of or in connection with any and all past, present and future infringements or dilution of or damage or injury to the Trademarks or such represented goodwill;


Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform other reasonable acts the Assignee may require in order to vest all Assignor's right, title and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the even such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

This the 15 day of May, 2008.

**ASSIGNOR:**

**AMERICAN GRAPHICS GROUP, LLC**

By: R&N PARTNERSHIP, L.P., its Member

By:   
Roger C. Muselman, its General Partner

## **SCHEDULE A**

### **Trademark Registrations and Applications**

Driving Force (U.S. Ser./App. No. 78-507698; Registration No. 3207354);

Big Rig Owner (U.S. Ser./App. No. 76-336745; Registration No. 2650873);

rpm for Truckers (and Design) (U.S. Ser./App. No. 74-714929; Registration No. 1978560); and

rpm for Truckers (and Design) (Canadian App. No. 0824163; Registration No. TMA489364).