

6/1/09

Form PTO-1594 (Rev. 01-09)
OMB Collection 0651-0027 (exp. 02/28/

06-02-2009

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



103562430

To the Director of the U. S. Patent and Trademark Office. Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):
SOURCE INTERLINK MAGAZINES
261 MADISON AVE.
NEW YORK, NY 10016

Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: _____
 Other LLC

Citizenship (see guidelines) NY

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies) Yes
Additional names, addresses, or citizenship attached? No

Name: PROMEDIA, LLC
Internal Address: SUITE D
Street Address: 3518 W. LAKE CENTER DR.
City: SANTA ANA
State: CA
Country: USA Zip: 92704

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____
 Other LLC Citizenship CA

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) APRIL 7, 2008

Assignment Merger
 Security Agreement Change of Name
 Other _____

4. Application number(s) or registration number(s) and Identification or description of the Trademark.

A. Trademark Application No.(s) JUN - 1 2009 B. Trademark Registration No.(s) 2519584

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

24.09.01 - FLAGS, RECTANGULAR OR SQUARE, EXCL. AMER. FLAG OR CHECK. FL.
24.09.04 - CHECKERED FLAG; FLAGS, CHECKERED

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: STEPHEN WOLCOTT
Internal Address: PROMEDIA, LLC
Street Address: _____
3518 W. LAKE CENTER DR. SUITE D
City: SANTA ANA
State: CA Zip: 92704
Phone Number: 714.444.2426
Fax Number: 714.436.5085
Email Address: SWOLCOTT@PROMEDIA.PUB.CO

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40

Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

Deposit Account No. 00000001 00000001 2519584
Authorized User Name _____

9. Signature: _____ MAY 27, 2009
Signature Date

STEPHEN WOLCOTT
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Schedule of Marks

Mark:

Registration No. /Dated

NMCA NATIONAL MUSCLE CAR
ASSOCIATION & DESIGN

2,519,584 / December 18, 2001



TRADEMARK ASSIGNMENT

WHEREAS, Source Interlink Magazines, LLC (successor in interest by merger of PRIMEDIA Specialty Group, Inc.) a Delaware corporation successor by merger, having an address at 261 Madison Avenue, New York, NY 10016 ("Assignor"), has adopted, used and is using the trademarks, and is the owner of the registrations thereof, set forth in the attached Schedule A (the "Trademark"); and

WHEREAS, ProMedia, LLC, a California limited liability company, having an address at 3518 West Lake Center Drive, Ste D, Santa Ana, California ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademark, including the scheduled registration thereof, in the United States of America and its territories and possessions;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademark, including the scheduled registration, together with the goodwill of the businesses symbolized by the Trademarks being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Dated: April 17 2008

By its sole member, Source Interlink Media, LLC.

By its sole member, Source Interlink Companies,
Inc.

By: 

Name: Steve Parr

Title: President, Source Interlink Media

TRADEMARK

REEL: 004000 FRAME: 0644

Trademark Electronic Search System (TESS)



United States Patent and Trademark Office

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Word Mark NMCA NATIONAL MUSCLE CAR ASSOCIATION
Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Rule books. FIRST USE: 19971001. FIRST USE IN COMMERCE: 19971001
 IC 035. US 100 101 102. G & S: Advertising services, namely, providing exhibitions in the field of automobiles. FIRST USE: 19971001. FIRST USE IN COMMERCE: 19971001
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 24.09.01 - Flags, rectangular or square, excluding American flag or checkered flag
 24.09.04 - Checkered flag; Flags, checkered
Serial Number 76059608
Filing Date May 30, 2000
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition September 25, 2001
Registration Number 2519584
Registration Date December 18, 2001
Owner (REGISTRANT) EMAP USA, INC. CORPORATION DELAWARE 6420 Wilshire Blvd. Los Angeles CALIFORNIA 90048

Trademark Electronic Search System (TESS)

(LAST LISTED OWNER) SOURCE INTERLINK MAGAZINES, LLC LIMITED LIABILITY COMPANY
DELAWARE 261 MADISON AVENUE NEW YORK NEW YORK 10016

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record David Jacobs

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "NATIONAL MUSCLE CAR ASSOCIATION"
APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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