

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
HPJ Media Ventures Fund, LLC		01/08/2010	LIMITED LIABILITY COMPANY: DELAWARE
Rocky Mountain Media, LLC		01/08/2010	LIMITED LIABILITY COMPANY: DELAWARE
Southwest Media, LLC		01/08/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Rocky Mountain Media LLC
Street Address:	623 SW Oak Street
Internal Address:	Suite 300
City:	Portland
State/Country:	OREGON
Postal Code:	97205
Entity Type:	LIMITED LIABILITY COMPANY: OREGON

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	77830313	CONNOISSEUR'S TRAIL
Serial Number:	77785759	VAIL MAGAZINE
Serial Number:	76534099	ROCKY MOUNTAIN GOLF
Serial Number:	78439627	ASPEN SOJOURNER
Serial Number:	77785786	VAIL BEAVER CREEK MAGAZINE
Serial Number:	76547684	VAIL BEAVER CREEK MAGAZINE
Serial Number:	78613435	COLORADO SUMMIT MAGAZINE

CORRESPONDENCE DATA

Fax Number: (206)359-9000

900154133

**TRADEMARK
 REEL: 004145 FRAME: 0128**

CH \$190.00 77830313

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 206-359-8000
Email: pctrademarks@perkinscoie.com
Correspondent Name: James L. Vana of Perkins Coie LLP
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Address Line 4: Seattle, WASHINGTON 98101

ATTORNEY DOCKET NUMBER:	40046-0019
NAME OF SUBMITTER:	Sarah J. Taylor
Signature:	/Sarah J. Taylor/
Date:	02/05/2010

Total Attachments: 4
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TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, HPJ MEDIA VENTURES FUND, LLC, a Delaware limited liability company, having a place of business at P.O. Box 23810, Santa Barbara, CA 93121, ROCKY MOUNTAIN MEDIA, LLC, a Delaware limited liability company, having a place of business at 160 West Beaver Creek Boulevard, Suite C-102, Avon CO 81620, and SOUTHWEST MEDIA, LLC, a Delaware limited liability company, having a place of business at 411 East Main Street, Suite 205, Aspen, CO 81611 (collectively, "Assignor"), has adopted and used certain trademarks, including without limitation, any and all common law trademarks and each of the trademarks listed (as applicable) in Schedule 1.1(d) of the Asset Purchase Agreement, dated January 8, 2010, by and among HPJ Media Ventures Fund, LLC, Rocky Mountain Media, LLC, Park City Media, LLC, Southwest Media, LLC and SagaCity Media, Inc. ("Purchaser") (the "Purchase Agreement");

WHEREAS, Purchaser has assigned certain of its rights under the Purchase Agreement to its wholly owned subsidiary ROCKY MOUNTAIN MEDIA LLC ("Assignee");

WHEREAS, the portions of Schedule 1.1(d) of the Purchase Agreement applicable to Assignor is incorporated herein by reference, and all of which trademarks are listed in Exhibit 1 attached hereto (all of such trademarks, including common law trademarks, applications and registrations are herein referred to as the "Trademarks");

WHEREAS, Assignee, an Oregon limited liability corporation, having a place of business at 623 SW Oak Street, Suite 300, Portland, Oregon 97205, desires to acquire the entire right, title and interest in and to each of the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by Assignor, Assignor hereby assigns to Assignee, its successors and assigns, all the right, title and interest in and to the Trademarks, including without limitation, all related common law rights, applications and registrations, together with the goodwill associated with or symbolized by the Trademarks, as well as the business with which the Trademarks are used, all rights of action resulting from prior infringement or other unauthorized use of the Trademarks, and all rights as a party in any opposition or similar proceeding.

Assignor agrees (1) not to use or apply to register any Net Name, trademark or service mark which is the same as or confusingly similar to the Trademarks anywhere in world; (2) not to challenge Assignee's use, registration and further application of the Trademarks; and (3) to timely execute all necessary documents to give effect to this Trademark Assignment Agreement.

This Trademark Assignment Agreement shall inure to the benefit of and be binding upon Assignee and Assignor and their respective successors and assigns.

[Signature page follows]

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Trademark Assignment Agreement as of this 8th day of January, 2010.

HPJ MEDIA VENTURES FUND, LLC

By: Brent Weid
Name: Brent Weid
Title: Manager

ROCKY MOUNTAIN MEDIA, LLC

By: Brent Weid
Name: Brent Weid
Title: Manager

SOUTHWEST MEDIA, LLC

By: Brent Weid
Name: Brent Weid
Title: Manager

Agreed to and Accepted by:

ROCKY MOUNTAIN MEDIA LLC

By: _____
Nicole Vogel
President

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Trademark Assignment Agreement as of this 8th day of January, 2010.

HPJ MEDIA VENTURES FUND, LLC

By: _____
Name: _____
Title: _____

ROCKY MOUNTAIN MEDIA, LLC

By: _____
Name: _____
Title: _____

SOUTHWEST MEDIA, LLC

By: _____
Name: _____
Title: _____

Agreed to and Accepted by:

ROCKY MOUNTAIN MEDIA LLC

By: Nicole R. Vogel
Nicole Vogel
President

**Exhibit 1
Trademarks**

Mark	App. No.	App. Date	Reg. No.	Reg. Date
CONNOISSEUR'S TRAIL	77830313 <i>(pending)</i>	September 18, 2009		
VAIL MAGAZINE	77785759 <i>(pending)</i>	July 21, 2009		
ROCKY MOUNTAIN GOLF	76534099	July 30, 2003	2887955	September 21, 2004
ASPEN SOJOURNER	78439627	June 22, 2004	2989499	August 30, 2005
VAIL BEAVER CREEK MAGAZINE	77785786 <i>(abandoned)</i>	July 1, 2009		
VAIL BEAVER CREEK MAGAZINE	76547684 <i>(abandoned)</i>	September 22, 2003		
COLORADO SUMMIT MAGAZINE	78613435 <i>(abandoned)</i>	April 21, 2005		
MOUNTAIN HOMESTYLE				

(Not filed with the United States Patent and Trademark Office)