

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
Source Interlink Magazines, LLC		02/19/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Cruz Bay Publishing, Inc.
Street Address:	300 Continental Boulevard, Suite 650
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1897498	DRESSAGE TODAY
Registration Number:	1907322	DRESSAGE TODAY
Registration Number:	2758304	EQUINE.COM
Registration Number:	1991191	EQUUS
Registration Number:	1988480	EQUUS
Registration Number:	1518894	HORSE & RIDER
Registration Number:	1661696	PRACTICAL HORSEMAN

CORRESPONDENCE DATA

Fax Number: (734)623-1625
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (734) 623-1678
 Email: nhudge@dickinsonwright.com
 Correspondent Name: Nora Hudge, Paralegal
 Address Line 1: 301 East Liberty, Suite 500

OP \$190.00 1897498

Address Line 2: Dickinson Wright, PLLC
Address Line 4: Ann Arbor, MICHIGAN 48104

ATTORNEY DOCKET NUMBER:	27932-282
NAME OF SUBMITTER:	Nora Hudge, Paralegal
Signature:	/Nora Hudge/
Date:	02/26/2010

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Source Interlink Magazines, LLC, a Delaware limited liability company ("Assignor"), is the owner of and has adopted and used those trademarks listed below (all such marks being the "Trademarks"), and is the owner of the following registrations in the United States Patent and Trademark Office (the "Registrations");

Trademark	Registration No.	Registration Date
DRESSAGE TODAY (Stylized)	1897498	June 6, 1995
DRESSAGE TODAY	1907322	July 25, 1995
EQUINE.COM & Horse Design	2758304	September 2, 2003
EQUUS (Stylized)	1991191	August 6, 1996
EQUUS	1988480	July 23, 1996
HORSE & RIDER	1518894	January 3, 1989
PRACTICAL HORSEMAN	1661696	October 22, 1991

WHEREAS, Cruz Bay Publishing, Inc., a Delaware corporation, with offices at 300 Continental Blvd., Suite 650, El Segundo, California 90245 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks and the Registrations, as well as all associated goodwill, as successor to the business of the Assignor to which the Trademarks relate.

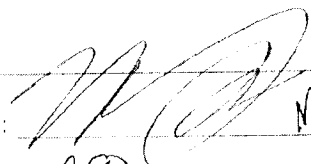
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right title and interest in the Trademarks and the Registrations, together with the goodwill of the business associated with the Trademarks and the Registrations.

Executed on the 19th day of February, 2010.

SOURCE INTERLINK MAGAZINES, LLC

By: Source Interlink Media, LLC
Its: Sole Member

By: Source Interlink Companies, Inc.
Its: Sole Member

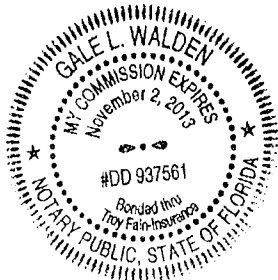
By: 
Name: Marc Fierman
Title: CFO

[ACKNOWLEDGEMENT PAGE FOLLOWS]

ACKNOWLEDGEMENT

State of Florida)
County of Lee)

The foregoing instrument was acknowledged before me on this 14th day of February, 2010 by Marc Freeman, the CFO of Source Interlink Companies, LLC, which is the sole member of Source Interlink Media, LLC, which is the sole member of Source Interlink Magazines, LLC, a Delaware limited liability company, to me known to be the person described herein and acknowledged that he/she executed the same as his/her free act and deed on behalf of Source Interlink Magazines, LLC.



DETROIT 27932-282 1143138

Gale L. Walden
_____, Notary Public
Lee County, State of Florida
Acting in the County of Lee
My commission expires: November 2, 2013