

**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>
Belvoir Equine Group LLC		02/19/2010	LIMITED LIABILITY COMPANY: CONNECTICUT
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cruz Bay Publishing, Inc.		
<b>Street Address:</b>	300 Continental Boulevard, Suite 650		
<b>City:</b>	El Segundo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90245		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2239462	SPIN TO WIN	
<b>Registration Number:</b>	3457014	SPIN TO WIN RODEO MAGAZINE	
<b>Registration Number:</b>	3188339	THE TRAIL RIDER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(734)623-1625		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(734) 623-1678		
<b>Email:</b>	nhudge@dickinsonwright.com		
<b>Correspondent Name:</b>	Nora Hudge, Paralegal		
<b>Address Line 1:</b>	301 East Liberty, Suite 500		
<b>Address Line 2:</b>	Dickinson Wright, PLLC		
<b>Address Line 4:</b>	Ann Arbor, MICHIGAN 48104		
<b>ATTORNEY DOCKET NUMBER:</b>	27932-281		
<b>NAME OF SUBMITTER:</b>	Nora Hudge, Paralegal		

OP \$90.00 2239462

**900155767**

**TRADEMARK  
 REEL: 004157 FRAME: 0646**

Signature:	/Nora Hudge/
Date:	02/26/2010
Total Attachments: 3 source=Cruz Bay-Belvoir Equine TM Assignment#page1.tif source=Cruz Bay-Belvoir Equine TM Assignment#page2.tif source=Cruz Bay-Belvoir Equine TM Assignment#page3.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, Belvoir Equine Group LLC, a Connecticut 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"):

<u>Trademark</u>	<u>Reg. No.</u>	<u>Registration Date</u>
Spin to Win	2,239,462	04/13/1999
Spin to Win Rodeo Magazine	3,457,014	07/01/2008
The Trail Rider	3,188,339	12/19/2006

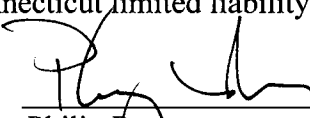
WHEREAS, Cruz Bay Publishing, Inc., a Delaware corporation, with offices at 300 Continental Blvd., Suite 650, El Segundo, California 90245 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks and the Registrations, as well as all associated goodwill, as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

**[SIGNATURE PAGE FOLLOWS]**

Executed on February 19, 2010.

**Belvoir Equine Group LLC**  
a Connecticut limited liability company


By:   
Name: Philip Penny  
Its: General Manager

By: \_\_\_\_\_  
Name: Thomas Winsor  
Its: General Manager

**ACKNOWLEDGEMENT**

State of Connecticut )  
County of Fairfield )

The foregoing instrument was acknowledged before me on this 19 day of February, 2010, by Philip Penny, a General Manager of Belvoir Equine Group LLC, a Connecticut limited liability company, to me known to be the person described herein and acknowledged that he executed the same as his free act and deed on behalf of said limited liability company.

  
\_\_\_\_\_, Notary Public  
Fairfield County, State of Connecticut  
Acting in the County of Fairfield

My commission expires: JENNIFER D. JIMOLKA  
NOTARY PUBLIC  
REG. NO. 131298  
STATE OF CONNECTICUT  
MY COMMISSION EXPIRES 3/31/2012

State of \_\_\_\_\_ )  
County of \_\_\_\_\_ )


The foregoing instrument was acknowledged before me on this \_\_\_\_\_ day of February, 2010, by Thomas Winsor, a General Manager of Belvoir Equine Group LLC, a Connecticut limited liability company, to me known to be the person described herein and acknowledged that he executed the same as his free act and deed on behalf of said limited liability company.

\_\_\_\_\_  
\_\_\_\_\_, Notary Public  
\_\_\_\_\_ County, State of \_\_\_\_\_  
Acting in the County of \_\_\_\_\_  
My commission expires: \_\_\_\_\_

Executed on February \_\_\_\_, 2010.

**Belvoir Equine Group LLC**  
a Connecticut limited liability company

By: \_\_\_\_\_  
Name: Philip Penny  
Its: General Manager

By:  \_\_\_\_\_  
Name: Thomas Winsor  
Its: General Manager

**ACKNOWLEDGEMENT**

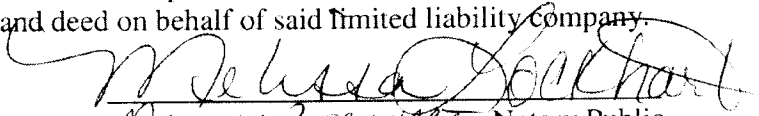
State of \_\_\_\_\_ )  
County of \_\_\_\_\_ )

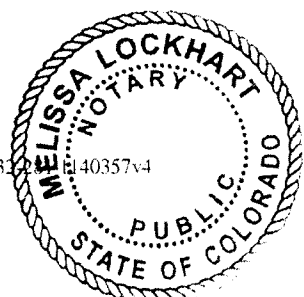
The foregoing instrument was acknowledged before me on this \_\_\_\_ day of February, 2010, by Philip Penny, a General Manager of Belvoir Equine Group LLC, a Connecticut limited liability company, to me known to be the person described herein and acknowledged that he executed the same as his free act and deed on behalf of said limited liability company.

\_\_\_\_\_, Notary Public  
\_\_\_\_\_ County, State of \_\_\_\_\_  
Acting in the County of \_\_\_\_\_  
My commission expires: \_\_\_\_\_

State of Colorado )  
County of Boulder )

The foregoing instrument was acknowledged before me on this 19 day of February, 2010, by Thomas Winsor, a General Manager of Belvoir Equine Group LLC, a Connecticut limited liability company, to me known to be the person described herein and acknowledged that he executed the same as his free act and deed on behalf of said limited liability company.

  
\_\_\_\_\_, Notary Public  
Boulder County, State of Colorado  
Acting in the County of Boulder  
My commission expires: \_\_\_\_\_



**My Commission Expires 01-31-2012**