

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
Media Spigot LLC		05/06/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	Speed Channel, Inc.		
Street Address:	10201 West Pico Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90035		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77573690	SPEED CENTER	
CORRESPONDENCE DATA			
Fax Number:	(206)381-1988		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	206-381-8888		
Email:	tim@mccormacklegal.com		
Correspondent Name:	Timothy B. McCormack		
Address Line 1:	617 Lee Street		
Address Line 4:	Seattle, WASHINGTON 98109		
NAME OF SUBMITTER:	Timothy B. McCormack		
Signature:	/s Tim McCormack/		
Date:	05/13/2010		
Total Attachments: 1 source=2010_05_11_TM_Assignment#page1.tif			

OP \$40.00 77573690

TRADEMARK ASSIGNMENT

This Assignment, effective as of May 6, 2010, is between MediaSpigot, LLC, a Washington Limited Liability Corporation with an address of P.O. BOX 2866, Kirkland, WA 98083 ("Assignor"), and Speed Channel, Inc., a Delaware corporation with a principal place of business at 10201 West Pico Boulevard, Los Angeles, CA 90035 ("Assignee").

WHEREAS, Assignor is the owner of US Serial No. 77573690 – SPEED CENTER (the "Mark"); and

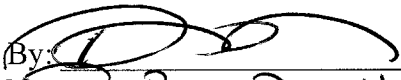
WHEREAS, Assignee is desirous of acquiring said Mark;

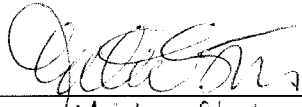
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, all rights, title and interest in and to said Mark, together with the goodwill of the business symbolized by said Mark, the above-identified application for the Mark, and all rights of action and claims for past infringements thereof.

Assignor further promises to execute and deliver to Assignee all other documents reasonably requested by Assignee to perfect and vest in Assignee all of Assignor's rights, title and interest in and to said Marks.

ACKNOWLEDGED AND AGREED
MediaSpigot, LLC

ACKNOWLEDGED AND AGREED
Speed Channel, Inc..

By: 
Name: Ryan Dostuit
Title: owner/manager

By: 
Name: Mei-lan Stark
Title: Assistant Secretary

Date: May 6, 2010

Date: May 11, 2010