

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|-------------------------|------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Athletic Business Publications Incorporated | | 03/31/2010 | CORPORATION: WISCONSIN |
| RECEIVING PARTY DATA | | | |
| Name: | Babcox Media, Inc. | | |
| Street Address: | 3550 Embassy Parkway | | |
| City: | Akron | | |
| State/Country: | OHIO | | |
| Postal Code: | 44333 | | |
| Entity Type: | CORPORATION: OHIO | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2933636 | MOTOBUSINESS | |
| Registration Number: | 2363575 | MOTORCYCLE PRODUCT NEWS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (216)241-0816 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 216-622-8200 | | |
| Email: | ipdocket@calfee.com | | |
| Correspondent Name: | Timothy J. Connors | | |
| Address Line 1: | Calfee, Halter & Griswold LLP | | |
| Address Line 2: | 800 Superior Avenue, Suite 1400 | | |
| Address Line 4: | Cleveland, OHIO 44114-2688 | | |
| ATTORNEY DOCKET NUMBER: | 33707/04007 | | |
| NAME OF SUBMITTER: | Carol A. Costanza | | |
| Signature: | /cac/ | | |

CH \$65.00 2933636

Date:

06/04/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Athletic Business Publications Incorporated, a Wisconsin corporation with an address at 4130 Lien Road, Madison, Wisconsin 53704-3602 ("Assignor"), hereby sells, transfers and assigns to Babcox Media, Inc., an Ohio corporation with a place of business at 3550 Embassy Parkway, Akron, Ohio 44333 ("Assignee"), its successors, assigns or other legal representatives, all worldwide right, title and interest in and to (i) all trademarks, service marks, trade dress, brand names and trade names worldwide used or held for use solely and exclusively in connection with the conduct of the business of publishing Motorcycle Product News that are owned by Assignor (the "Marks"), including but not limited to those identified on Schedule A; (ii) all trademark and service mark applications and registrations used or held for use solely and exclusively in connection with the conduct of the business of publishing Motorcycle Product News, including, but not limited to, the registrations identified on Schedule B; (iii) all Internet domain names registered to Assignor and used or held for use solely and exclusively in connection with the conduct of the business of publishing Motorcycle Product News ("Domain Names"), including the domain names identified on Schedule C; (iv) all income, royalties, damages and payments now or hereafter due or payable with respect to the Marks and Domain Names worldwide; (v) all rights of action arising from the Marks and Domain Names worldwide, including all claims for damages by reason of past, present and future infringement of the Marks and the right to sue and collect damages for such infringement; and (vi) the goodwill of the business symbolized by the Marks and Domain Names; all to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

Assignor covenants and agrees that it will, at any time upon request, deliver to Assignee all other instruments, including without limitation supplemental assignments, and otherwise aid Assignee, its successors, assigns or other legal representatives, to document, effectuate or protect the ownership rights assigned herein, all without further consideration, but at the expense of Assignee, its successors, assigns or other legal representatives.

In Witness Whereof, Assignor has executed this Assignment as of the 31st day of March, 2010.

ASSIGNOR

Athletic Business Publications Incorporated

By: _____

Printed Name: _____

Title: _____

SCHEDULE A

| MARKS |
|-------------------------|
| MOTOBUSINESS |
| MOTORCYCLE PRODUCT NEWS |

SCHEDULE B

REGISTRATIONS

| TRADEMARK | COUNTRY | STATUS | REG. NO. | REG. DATE | NEXT RENEWAL DUE |
|-------------------------|---------|------------|-----------|-----------|------------------|
| MOTOBUSINESS | U.S.A. | Registered | 2,933,636 | 3/15/05 | 3/15/15 |
| MOTORCYCLE PRODUCT NEWS | U.S.A. | Registered | 2,363,575 | 7/4/00 | 7/4/10 |

SCHEDULE C

Domain Names

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|---------------------------|
| Motorcycleproductnews.com |
| Mpnmag.com |
| Mpnmag.net |