

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
Motorsports Authentics, Inc.		06/02/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bruce Schultz		
Doing Business As:	DBA BodyLines		
Street Address:	22425 Ventura Boulevard #101		
City:	Woodland Hills		
State/Country:	CALIFORNIA		
Postal Code:	91364		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2847997	BLVD. BLASTERS	
Registration Number:	2868108	MUSCLE MACHINES	
Registration Number:	2844104	THE ORIGINAL MUSCLE MACHINES	
CORRESPONDENCE DATA			
Fax Number:	(310)824-9696		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-824-5555		
Email:	docketla@fulpat.com, kmcdaniel@fulpat.com, astocks@fulpat.com		
Correspondent Name:	Katherine L. McDaniel, Esq.		
Address Line 1:	6060 Center Drive, Tenth Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90045		
ATTORNEY DOCKET NUMBER:	SCHDAY-82584		
NAME OF SUBMITTER:	Katherine L. McDaniel		

OP \$90.00 2847997

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TRADEMARK
REEL: 004220 FRAME: 0658

Signature:	/KATHERINE L. MCDANIEL/
Date:	06/08/2010
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

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FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, **Motorsports Authentics, Inc.**, a Delaware corporation, 6301 Performance Drive, Concord, North Carolina 28027 ("Assignor"), hereby sells, assigns and transfers to **Bruce Schultz dba BodyLines**, 22425 Ventura Boulevard #101, Woodland Hills, California 91364 ("Assignee"), his successors and assigns, all right, title and interest in and to the titles, names, trade names, business names, trademarks and service marks "BLVD. BLASTERS," "MUSCLE MACHINES," "THE ORIGINAL MUSCLE MACHINES," "MISS MEMORY LANE," THE ORIGINAL MUSCLE MACHINES logo attached hereto as Exhibit A incorporated herein by this reference, "FUNLINE," and the FUNLINE logo attached hereto as Exhibit A incorporated herein by this reference, whether or not registered, all trade name, business name, trademark and service mark applications and registrations, any and all renewals and extensions thereof that may be secured under all laws now or hereafter in force, and all trademark and service mark interests of every kind and nature associated therewith, together with the goodwill of the business associated therewith, and any and all causes of action heretofore accrued in Assignor's favor for infringement thereof, in all countries, territories and possessions throughout the world and throughout the universe, to the full extent of such rights, including without limitation the following:

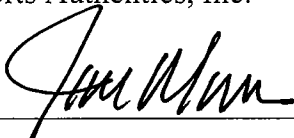
BLVD. BLASTERS, U.S. Trademark Registration No. 2,847,997, registered June 1, 2004

MUSCLE MACHINES, U.S. Trademark Registration No. 2,868,108, registered July 27, 2004

THE ORIGINAL MUSCLE MACHINES, U.S. Trademark Registration No. 2,844,104, registered May 18, 2004

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be signed on June 2nd, 2010.

Motorsports Authentics, Inc.

By: 

Print Name: Jim Morris

Title: VP/GM

Exhibit A

BLVD. BLASTERS®
MUSCLE MACHINES®
THE ORIGINAL MUSCLE MACHINES®
MISS MEMORY LANE™
THE ORIGINAL MUSCLE MACHINES logo (as shown below)



FUNLINE™
FUNLINE logo (as shown below)

