

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													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Cycle News, Inc.</td> <td></td> <td>11/22/2010</td> <td>CORPORATION: CALIFORNIA</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Cycle News, Inc.		11/22/2010	CORPORATION: CALIFORNIA					
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RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Motorsport Aftermarket Group, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>17771 Mitchell North</td> </tr> <tr> <td>City:</td> <td>Irvine</td> </tr> <tr> <td>State/Country:</td> <td>CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td>92614</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION: DELAWARE</td> </tr> </table>	Name:	Motorsport Aftermarket Group, Inc.	Street Address:	17771 Mitchell North	City:	Irvine	State/Country:	CALIFORNIA	Postal Code:	92614	Entity Type:	CORPORATION: DELAWARE	
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PROPERTY NUMBERS Total: 1													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Registration Number:</td> <td>0979960</td> <td>CYCLE NEWS</td> </tr> </table>	Property Type	Number	Word Mark	Registration Number:	0979960	CYCLE NEWS							
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Registration Number:	0979960	CYCLE NEWS											
CORRESPONDENCE DATA													
Fax Number: (612)573-2005 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 6125732000 Email: jmweyrauch@dbclaw.com Correspondent Name: John M. Weyrauch Address Line 1: 100 South Fifth Street Address Line 2: Suite 2250 Address Line 4: Minneapolis, MINNESOTA 55402													
ATTORNEY DOCKET NUMBER:	M1198.605.101												
NAME OF SUBMITTER:	John M. Weyrauch												
Signature:	/John M. Weyrauch/												
Date:	12/13/2010												

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TRADEMARK
 REEL: 004430 FRAME: 0081

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT, dated November 22, 2010 (this “Assignment”), is executed by CYCLE NEWS, INC., a California corporation (“Assignor”), to MOTORSPORT AFTERMARKET GROUP, INC., a Delaware corporation (“Assignee”).

WHEREAS, Assignor is the owner of the entire right, title, and interest in and to the following trademarks:

<u>MARK</u>	<u>REGISTRATION NUMBER</u>	<u>SERIAL NUMBER</u>	<u>FILING DATE</u>	<u>REGISTRATION DATE</u>
Cycle News	0979960	72375300	11/5/1970	3/5/1974

together with the goodwill of the business represented and symbolized by such trademarks as well as all corresponding registrations and applications filed in connection therewith with the United States Patent and Trademark Office (collectively, the “Marks”).

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest of the Assignor in and to the Marks, together with the goodwill of the business represented and symbolized by the Marks.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby convey, assign and transfer to, and vests in Assignee all of Assignor’s right, title and interest in and to each of the Marks, together with the goodwill of the business represented and symbolized by each of the Marks, all common law rights, all rights Assignor has obtained in the Marks in foreign countries, and the right to register, renew, protect and defend said Marks and to sue for past infringements of said Marks both in the United States and foreign countries. Assignor agrees to cooperate with Assignee in filing documents with the United States Patent & Trademark Office to obtain a recording of this Assignment in the United States Patent & Trademark Office.

The terms and provisions of this Assignment shall be binding upon Assignor and its successors and assigns and will inure to the benefit of Assignee and its successors and assigns.

This Assignment may be executed in any number of counterparts each of which when so executed and delivered shall be considered an original, and such counterparts shall together constitute one and the same instrument. Any such counterpart which may be delivered by facsimile, email or similar electronic transmission shall be deemed the equivalent of an originally signed counterpart and shall be fully admissible in any proceedings regarding this Assignment.

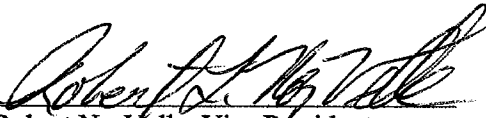
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[Signature Page Follows]

IN WITNESS WHEREOF, the parties have caused this instrument to be executed by their respective authorized officers effective as of the date first above written.

ASSIGNOR:

CYCLE NEWS, INC.

By:


Robert NorVelle, Vice President

ASSIGNEE:

MOTORSPORT AFTERMARKET GROUP, INC.

By:

Michael Moore, SVP Finance & Administration,
CFO

Trademark Assignment
Signature Page

TRADEMARK
REEL: 004430 FRAME: 0084

IN WITNESS WHEREOF, the parties have caused this instrument to be executed by their respective authorized officers effective as of the date first above written.


ASSIGNOR:

CYCLE NEWS, INC.

ASSIGNEE:

MOTORSPORT AFTERMARKET GROUP, INC.

By: _____
Robert NorVelle, Vice President

By:  _____
Michael Moore, SVP Finance & Administration,
CFO

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Signature Page