

**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>
USRider, LLC		01/01/2011	LIMITED LIABILITY COMPANY: KENTUCKY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cruz Bay Publishing, Inc.		
<b>Street Address:</b>	300 Continental Boulevard		
<b>Internal Address:</b>	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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2925456	USRIDER	
<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>	Dickinson Wright, PLLC		
<b>Address Line 2:</b>	301 East Liberty, Suite 500		
<b>Address Line 4:</b>	Ann Arbor, MICHIGAN 48104		
<b>ATTORNEY DOCKET NUMBER:</b>	27932-118		
<b>NAME OF SUBMITTER:</b>	Nora Hudge, Paralegal		
<b>Signature:</b>	/Nora Hudge/		

OP \$40.00 2925456

Date:

01/24/2011

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

WHEREAS, USRider, LLC, a Kentucky 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"):

<b>Trademark</b>	<b>U.S. Trademark Registration No.</b>	<b>Registration Date</b>
USRIDER	2,925,456	3/31/2010

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.

Executed on the 1st day of January, 2011.

**USRIDER, LLC**

By: 

Name: Mark A. Cole

Title: Manager

[ACKNOWLEDGEMENT PAGE FOLLOWS]

ACKNOWLEDGEMENT

State of Kentucky )  
County of Fayette )

The foregoing instrument was acknowledged before me on this 18<sup>th</sup> day of January, 2011 by Mark A. Cole, the Manager of USRider, LLC, a Kentucky 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 company.

Cynthia M. Burk  
421006, Notary Public  
Fayette County, State of KY  
Acting in the County of Fayette  
My commission expires: 6/2/2014

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