

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
Penguin Group (USA) Inc.		05/05/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Lori G. Armstrong		
Also Known As:	AKA Lorelei James		
Street Address:	4134 Parkridge Place		
City:	Rapid City		
State/Country:	SOUTH DAKOTA		
Postal Code:	57702		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3959952	BLACKTOP COWBOYS	
CORRESPONDENCE DATA			
Fax Number:	(212)370-1819		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-661-1400		
Email:	rkadden@vonmaltitz.com		
Correspondent Name:	Ronald S. Kadden		
Address Line 1:	60 East 42nd Street, Suite 2446		
Address Line 4:	New York, NEW YORK 10165		
ATTORNEY DOCKET NUMBER:	3301 (BLACKTOP COWBOY)		
NAME OF SUBMITTER:	Ronald S. Kadden		
Signature:	/Ronald S. Kadden/		
Date:	08/23/2011		
Total Attachments: 2 source=BlacktopCowboysAssignment050511.doc#page1.tif source=BlacktopCowboysAssignment050511.doc#page2.tif			

OP \$40.00 3959952

ASSIGNMENT

WHEREAS, Penguin Group (USA) Inc., a corporation of Delaware, located and doing business at 375 Hudson Street, New York, New York 10014 (hereinafter "Assignor"), is the owner of the mark BLACKTOP COWBOYS, and the application to register the mark BLACKTOP COWBOYS under Application Serial No. 85/105,504 in The United States Patent and Trademark Office, with respect to which application a Statement of Use has been filed and accepted (hereinafter, "the Assigned Mark and Application"); and

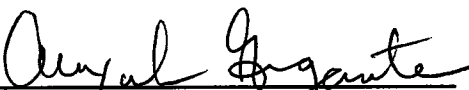
WHEREAS, Lori G. Armstrong, aka Lorelei James, 4134 Parkridge Place, Rapid City, South Dakota 57702 (hereinafter "Assignee"), is desirous of acquiring the Assigned Mark and Application;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all of Assignor's rights, title and interest in and to the Assigned Mark and Application, together with the good will of the business

connected with the use of and symbolized by the Assigned Mark and Application, as well as all rights to damages or profits, due or accrued, arising out of past infringement of the Assigned and Application or injury to said good will, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed this 5th day of May, 2011.

Penguin Group (USA) Inc.

By 
Name: Alexander Gigante
Title: Sr. Vice President