

## 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
DMG EVENTS (USA) INC.		08/01/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	GEORGE LITTLE MANAGEMENT, LLC		
Street Address:	1133 Westchester Avenue, Suite N136		
City:	White Plains		
State/Country:	NEW YORK		
Postal Code:	10604		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85306470	ACTION SPORTS EXPO ASIA	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
Phone:	202.739.5151		
Email:	dgross@morganlewis.com, ateixeira@morganlewis.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Dana S. Gross		
Address Line 1:	1111 Pennsylvania Avenue, NW		
Address Line 2:	Attention: TMSU		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	Dana S. Gross		
Signature:	/Dana S. Gross/		
Date:	01/03/2012		
Total Attachments: 2 source=SKMBT_C45212010309560#page1.tif source=SKMBT_C45212010309560#page2.tif			

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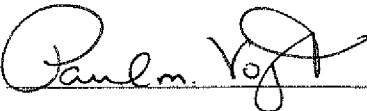
This Trademark Assignment is made by DMG EVENTS (USA) INC., a corporation organized and existing under the laws of Delaware (the "Assignor"), in favor of GEORGE LITTLE MANAGEMENT, LLC, a company organized and existing under the laws of Delaware (the "Assignee").

WHEREAS, the Assignor prior to the Effective Date was the owner of the mark listed on the attached Schedule (the "Mark") and the goodwill of the business associated with the Mark, and desires to assign any and all right, title, and interest in and to the Mark in the United States along with the associated goodwill to the Assignee;

WHEREAS, the parties wish to confirm and ratify that on the Effective Date the Mark, including any and all right, title, and interest in and to the Mark in the United States along with the associated goodwill, was transferred to the Assignee.

NOW, THEREFORE, effective as of this 1st day of August 2011 (the "Effective Date"), for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby confirms that it has assigned, transferred and set over, and does hereby assign, transfer, and set over to Assignee any and all right, title, and interest in and to the Mark in the United States and the associated goodwill, including the right to sue for and receive all damages from past infringements of the Mark, the same to be held and enjoyed by Assignee, its successors, assigns, and other legal representatives.

DMG EVENTS (USA) INC.

By:  \_\_\_\_\_

Name: Paul M. Vogt

Title: Secretary

**SCHEDULE**

ACTION SPORTS EXPO ASIA Plus Design (Ser. No. 85/306,470)

