

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
Source Interlink Magazines, LLC		03/07/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Cruz Bay Publishing, Inc.		
Street Address:	300 Continental Boulevard, Suite 650		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2216471	EQUISEARCH	
Registration Number:	2169554	EQUINE NETWORK	
CORRESPONDENCE DATA			
Fax Number:	(734)623-1625		
Phone:	(734) 623-1938		
Email:	trademark@dickinsonwright.com, jnishi@dickinsonwright.com, nhudge@dickinsonwright.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:	John C. Nishi, Esq.		
Address Line 1:	Dickinson Wright, PLLC		
Address Line 2:	1875 Eye Street, N.W., Suite 1200		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	27932-123		
NAME OF SUBMITTER:	John C. Nishi		

OP \$65.00 2216471

Signature:	/John C. Nishi/
Date:	03/09/2012
Total Attachments: 2 source=Trademark Assignment - EQUISEARCH and EQUINE NETWORK#page1.tif source=Trademark Assignment - EQUISEARCH and EQUINE NETWORK#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Source Interlink Magazines, LLC, a Delaware limited liability company ("Assignor"), is the owner of and has adopted and used the trademarks listed below (the "Trademarks"), and is the record owner of the following registrations in the United States Patent and Trademark Office (the "Registrations"):

Trademark	Registration No.	Registration Date
EQUISEARCH	2216471	January 5, 1999
EQUINE NETWORK	2169554	June 30, 1998

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, effective as of February 19, 2010.

Executed on the 7 day of March, 2012.

SOURCE INTERLINK MAGAZINES, LLC

By: Source Interlink Media, LLC
 Its: Sole Member

By: Source Interlink Companies, Inc.
 Its: Sole Member

By: Scott J. Spooner
 Name: SCOTT J. SPOONER
 Title: VP, CORP. COUNSEL

[ACKNOWLEDGEMENT PAGE FOLLOWS]

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

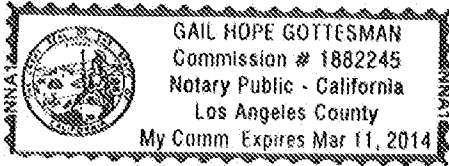
State of California

County of Los Angeles

On March 7 2012 before me, Gail Hope GOTTESMAN
Date Here Insert Name and Title of the Officer

personally appeared SCOTT J. SPOONER
Names(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]
Signature of Notary Public

Place Notary Seal and/or Stamp Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: _____

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____ Signer's Name: _____

Corporate Officer — Title(s): _____ Corporate Officer — Title(s): _____

Individual Individual

Partner — Limited General Partner — Limited General

Attorney in Fact Attorney in Fact

Trustee Trustee

Guardian or Conservator Guardian or Conservator

Other: _____ Other: _____

Signer Is Representing: _____ Signer Is Representing: _____

