

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
Baseball America, Inc.		11/30/2011	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Source Interlink Media, LLC		
Street Address:	831 South Douglas Street		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1346082	BASEBALL AMERICA	
CORRESPONDENCE DATA			
Fax Number:	3105319376		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(310) 531-9900		
Email:	trademark@sorc.com, elizabeth.valenciano@sorc.com		
Correspondent Name:	Scott J. Spooner		
Address Line 1:	831 South Douglas Street		
Address Line 4:	El Segundo, CALIFORNIA 90245		
NAME OF SUBMITTER:	Scott J. Spooner		
Signature:	/Scott J. Spooner/		
Date:	04/24/2012		
Total Attachments: 3 source=BASEBALL AMERICA-assignment#page1.tif source=BASEBALL AMERICA-assignment#page2.tif source=BASEBALL AMERICA-assignment#page3.tif			

OP \$40.00 1346082

ASSIGNMENT OF TRADEMARK

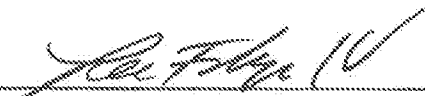
This Assignment of Trademark (this "Assignment"), effective as of November 30, 2011, by and between, **BASEBALL AMERICA, INC.**, a North Carolina corporation (the "Assignor") and **SOURCE INTERLINK MAGAZINES, LLC**, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor owns the trademark and trademark registration with the United States Patent and Trademark Office listed on Exhibit A hereto (the "Mark");

WHEREAS, Assignor and Assignee are parties to an Asset Purchase Agreement dated as of the date hereof (the "Purchase Agreement") which contemplates the execution of this Assignment.

NOW, THEREFORE, for good and valuable consideration, including that set forth in the Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby conveys, transfers and assigns to Assignee, all right, title and interest in and to the Mark; the goodwill associated with the Mark; the registration for the Mark; all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith. Assignor acknowledges that the assets with which the Mark has been used and associated with likewise have been transferred to Assignee under the Purchase Agreement.
2. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of the Mark.
3. This Assignment will be binding upon and inure to the benefit of the parties and their respective successors and assigns.
4. This Agreement may be executed in several counterparts, including signatures via facsimile or PDF attached to an email, but all counterparts shall constitute one and the same instrument.

ACKNOWLEDGED AND AGREED:	
ASSIGNOR:	ASSIGNEE:
BASEBALL AMERICA, INC.	SOURCE INTERLINK MAGAZINES, LLC
By: 	By: _____
Name: <u>Lee Folger IV</u>	Source Interlink Media, LLC, Sole Member,
Title: <u>President</u>	Source Interlink Companies, Inc., Sole Member, Joseph King, Associate General Counsel

ASSIGNMENT OF TRADEMARK

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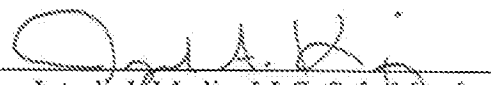
ACKNOWLEDGED AND AGREED:	
ASSIGNOR:	ASSIGNEE:
BASEBALL AMERICA, INC.	SOURCE INTERLINK MAGAZINES, LLC
By: _____	By: 
Name: <u>Lee Folger IV</u>	Source Interlink Media, LLC, Sole Member,
Title: <u>President</u>	Source Interlink Companies, Inc., Sole Member, Joseph King, Associate General Counsel

EXHIBIT A TO ASSIGNMENT OF TRADEMARK

Word Mark **BASEBALL AMERICA**
Goods and IC 016. US 037 038. G & S: PUBLICATIONS, NAMELY NEWSPAPERS, BOOKS, AND
Services CALENDARS RELATING TO BASEBALL, PRINCIPALLY ITEMS CONCERNING MINOR
 LEAGUE AND COLLEGE BASEBALL. FIRST USE: 19821215. FIRST USE IN COMMERCE:
 19821215
Serial Number 73466988
Current Filing 1A
Basis
Original Filing 1A
Basis
Registration 1346082
Number
Owner BASEBALL AMERICA INC. CORPORATION NORTH CAROLINA 211 WEST MAIN STREET
 SUITE 201 DURHAM NORTH CAROLINA 27702
Type of Mark TRADEMARK
Register PRINCIPAL