

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
	Year One, Inc.		06/20/2012
			Entity Type
			CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Speed Channel, Inc.		
Street Address:	10201 West Pico Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90035		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85447065	ARE YOU FASTER THAN A REDNECK?
CORRESPONDENCE DATA			
Fax Number:	3109693095		
	<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) 369-7630		
Email:	tm@fox.com		
Correspondent Name:	Tina M. Pompey, Esq., Fox Group Legal		
Address Line 1:	P.O. Box 900		
Address Line 2:	Intellectual Property Department		
Address Line 4:	Beverly Hills, CALIFORNIA 90213-0900		
ATTORNEY DOCKET NUMBER:	81261179/CA2012005312		
NAME OF SUBMITTER:	Tina Pompey, Assistant Secretary		
Signature:	/Tina M. Pompey/		
Date:	06/22/2012		
Total Attachments: 1 source=Assignment#page1.tif			

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TRADEMARK ASSIGNMENT AGREEMENT

This Assignment, effective as of 6/20/12, is between Year One, Inc., a Georgia corporation with a principal place of business at 1001 Cherry Drive Suite One, Braselton, GA 30517 ("Assignor"), and Speed Channel, Inc., a Delaware corporation, with a principal place of business at 10201 West Pico Boulevard, Los Angeles, CA 90035 ("Assignee").

WHEREAS, Assignor wishes to confirm and ratify that it has transferred and assigned to Assignee all rights, title and interest in and to the trademark, "ARE YOU FASTER THAN A REDNECK?", evidenced by United States Patent and Trademark Office Application No. 85447065 dated October 13, 2011 (the "Mark"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, ratify and confirm that it has assigned to Assignee all rights, title and interest in and to said Mark, together with the goodwill of the business symbolized by said Mark, the above-identified application for the Mark, and all rights of action and claims for past infringements thereof.

Assignor further promises to execute and deliver to Assignee all other documents reasonably requested by Assignee to perfect and vest in Assignee all of Assignor's rights, title and interest in and to said Mark.

ACKNOWLEDGED AND AGREED
Assignor

ACKNOWLEDGED AND AGREED
Assignee

By: [Signature]
Name: STEWART GIBSON
Title: CFO

By: [Signature]
Name: Meilan Stark
Title: Assistant Secretary

Date: 6/20/12

Date: 6/22/2012