

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
ER Assets, LP		07/25/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Paisano Publications, LLC		
Street Address:	28210 Dorothy Drive		
City:	Agoura Hills		
State/Country:	CALIFORNIA		
Postal Code:	91301		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4143802	EASYRIDERS	
CORRESPONDENCE DATA			
Fax Number:	8187356511		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	818-889-8740		
Email:	fgordon@paisanopub.com		
Correspondent Name:	Dorothy Richardson		
Address Line 1:	28210 Dorothy Drive		
Address Line 4:	Agoura Hills, CALIFORNIA 91301		
NAME OF SUBMITTER:	Dorothy Richardson		
Signature:	/Dorothy Richardson/		
Date:	07/25/2012		
Total Attachments: 1 source=Assignment of Easyriders Mark#page1.tif			

OP \$40.00 4143802

ASSIGNMENT OF REGISTERED TRADEMARK

Whereas, **ER Assets, LP**, a Delaware limited partnership, having its principal offices at 2400 Laguna Drive, Ft. Lauderdale, Florida 33316 has adopted, used, is using and is the owner of the following trademark now registered in the U.S. Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
EASYRIDERS	4,143,802	May 15, 2012

WHEREAS, **Paisano Publications, LLC**, a Delaware limited partnership, having its principal office at 28210 Dorothy Drive, Agoura Hills, CA 91301, is desirous of acquiring said registered trademark, and confirming the sublicense thereof to KSLB&D, Inc.

NOW, THEREFORE, in consideration of the sum of Twenty Dollars (\$20.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ER Assets, LP hereby assigns to Paisano Publications, LLC all right, title and interest in the United States in and to said trademark together with the goodwill of the business symbolized by said trademark and registration thereof. By this Assignment, ER Assets, LP expressly grants, acknowledges and approves Paisano Publications, LLC's right to license said trademark, including but not limited to, the license to KSLB&D, Inc. made pursuant to the License Agreement between KSLB&D, Inc. and Paisano Publications, LLC dated as of March 22, 2011.

ER ASSETS, LP

PAISANO PUBLICATIONS, LLC

By: Joseph Teresi
Its: Joseph Teresi
Vice President of
Teresi Publications, Inc.
General Partner of ER Assets, LP

By: Beverly Barragan
Its: Beverly Barragan
Executive Vice President

Date: 7/25/12

Date: 7/25/12