

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
Ehlert Publishing Group, LLC		05/23/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Bonnier Corporation		
Street Address:	460 N ORLANDO AVE STE 200		
City:	WINTER PARK		
State/Country:	FLORIDA		
Postal Code:	32789		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3805372	TRAILER BOATS	
Registration Number:	2629768	TRAILER BOATS	
Registration Number:	2008722	POWERBOAT	
Registration Number:	2023699	POWERBOAT THE WORLD'S LEADING PERFORMANCE BOATING MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	4079267720		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4079267700		
Email:	cqm@patentorlando.com		
Correspondent Name:	Christine McLeod c/o Beusse Wolter PA		
Address Line 1:	390 N. Orange Ave, Suite 2500		
Address Line 4:	Orlando, FLORIDA 32801		
ATTORNEY DOCKET NUMBER:	TRAILER BOAT + POWERBOAT		

CH \$115.00 3805372

TRADEMARK

NAME OF SUBMITTER:	Christine McLeod
Signature:	/cqmcleod/
Date:	03/07/2013
Total Attachments: 3 source=Trademark Assignment EPC to BC#page1.tif source=Trademark Assignment EPC to BC#page2.tif source=Trademark Assignment EPC to BC#page3.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made, executed and delivered as of May 23, 2011 by Ehlert Publishing Group, LLC, a Delaware limited liability company ("Assignor"), for the benefit of Bonnier Corporation, a Delaware corporation ("Assignee"). Capitalized terms used but not defined herein shall have the meanings provided in the Asset Purchase Agreement (as hereinafter defined).

WHEREAS, Assignor and Assignee entered into that certain Asset Purchase Agreement dated as of May 23, 2011 (the "Asset Purchase Agreement"), pursuant to which Assignee has purchased all of Assignor's right, title and interest in, to and under the Trademarks, including the applications and registrations listed on Schedule A attached hereto, together with all goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's right, title and interest in, to and under the Trademarks, together with the goodwill of the Business associated therewith or which is symbolized thereby, including all rights to sue for infringement of any Trademark, whether arising prior to or subsequent to the date of this Trademark Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof.

This Trademark Assignment does not extend upon or limit the rights, obligations, representations, warranties and indemnifications provided in the Asset Purchase Agreement.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Trademarks are registered to record Assignee as the owner of the Trademarks and issue any trademarks which may be granted on any applications included in the Trademarks to Assignee as assignee of the entire right, title and interest therein and thereto.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Trademark Assignment shall be governed by and construed in accordance with the laws of the State of New York, without giving effect to the principles of conflicts of laws thereof.

In the event of any conflict or other inconsistency between this Trademark Assignment and the Asset Purchase Agreement, the Asset Purchase Agreement shall govern and be binding.

This Trademark Assignment may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Signatures of the parties transmitted by facsimile or other electronic transmission shall be deemed to be their original signatures for all purposes.

[Signature Page Follows]

IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

Ehlert Publishing Group, LLC
a Delaware limited liability company

By: *Stephen M. Hedlund*
Its: *JUP*

STATE OF

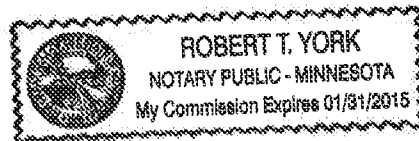
COUNTY OF

On this 23rd day of May, 2011, before me personally came *STEPHEN M. HEDLUND, SENIOR VICE PRESIDENT* of
Ehlert Publishing Group, LLC, to me known and known to me to be the same person described in and who executed the
foregoing instrument and duly acknowledged to me that this document was executed as the free act and deed of the
Assignor.

Robert T. York
Notary Public

ACCEPTED:

Bonnier Corporation,
A Delaware Corporation



By: *Jeremy Thompson*
Jeremy Thompson
General Counsel

SCHEDULE A

Trailer Boats (3805372)

Trailer Boats (2629768)

Powerboat (2008722)

Powerboat the World's Leading Performance Boating Magazine (2023699)