

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		03/01/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	EPG Media, LLC		
Street Address:	3300 Fernbrook Lane North, #200		
City:	Plymouth		
State/Country:	MINNESOTA		
Postal Code:	55447		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	1851088	AMERICAN RIDER	
Registration Number:	2276601	CRUISING RIDER	
Registration Number:	1107269	RIDER	
Registration Number:	3396642	TOURING RIDER	
Registration Number:	2189523	BIG EAST	
Registration Number:	1256854	BOATING INDUSTRY	
Registration Number:	3637421	BOATING INDUSTRY	
Registration Number:	1862502	BOATING INDUSTRY	
Registration Number:	2493678	BOATING INDUSTRY INTERNATIONAL	
Registration Number:	2484010	BOATING INDUSTRY INTERNATIONAL NEWS DAIL	
Registration Number:	2350998	EHLERT'S POWERSPORTS BUSINESS	
Registration Number:	3420456	INSIDE POWERSPORTS	
Registration Number:	4235453	POWERSPORTS BUSINESS	
Registration Number:	2200681	RODE REPORTS	

TRADEMARK

Registration Number:	1656774	SNOW GOER
Registration Number:	2617541	THUNDER PRESS

CORRESPONDENCE DATA

Fax Number: 3102030567

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 310-203-8080

Email: trademarkdocket@jmbm.com

Correspondent Name: Bernard R. Gans, Esq.

Address Line 1: 1900 Avenue of the Stars, 7th Floor

Address Line 4: Los Angeles, CALIFORNIA 90067-4308

ATTORNEY DOCKET NUMBER:	60982-0164
NAME OF SUBMITTER:	Marta Hodur
Signature:	/Marta Hodur/
Date:	06/02/2013

Total Attachments: 4

source=60982-0164 TrademarkAssignment#page1.tif

source=60982-0164 TrademarkAssignment#page2.tif

source=60982-0164 TrademarkAssignment#page3.tif

source=60982-0164 TrademarkAssignment#page4.tif

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made, executed and delivered effective as of March 1, 2013 by Ehlert Publishing Group, LLC, a Delaware limited liability company ("Assignor"), for the benefit of EPG Media, LLC, a Delaware limited liability company ("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 March 22, 2013 (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 Minnesota, 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: 7- FCM
Its: EPG / CFO

ACCEPTED:

EPG Media, LLC, a Delaware limited
liability company

By: _____
Its _____

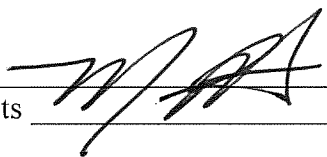
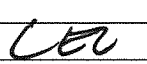
IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

Ehlert Publishing Group, LLC
a Delaware limited liability company

By: _____
Its: _____

ACCEPTED:

EPG Media, LLC, a Delaware limited
liability company

By:  _____
Its:  _____

SCHEDULE A

Description of Trademarks

<u>Trademark</u>	<u>Registration Number</u>
American Rider	1851088
Cruising Rider	543526
Cruising Rider	2276601
Rider (Stylized)	1107269
Touring Rider	3396642
Big East	2189523
Boating Industry	1256854
Boating Industry	3637421
Boating Industry (Stylized) & Design	1862502
Boating Industry International	2493678
Boating Industry International News Daily	2484010
Ehlert's Powersports Business	2350998
Inside Powersports	3420456
Powersports Business & Design	4235453
Rode Reports	2200681
Snow Goer	1656774
Thunder Press	2617541