

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
Source Interlink Magazines, LLC		05/17/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Bonnier Active Media, Inc.
Street Address:	460 N ORLANDO AVE STE 200
City:	WINTER PARK
State/Country:	FLORIDA
Postal Code:	32789
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	85290528	MOTORCYCLIST
Serial Number:	85650901	TANKS AND TAILS
Serial Number:	85650868	TANKS AND TAILS
Serial Number:	85650883	TANKS AND TAILS
Registration Number:	2644827	ATV RIDER
Registration Number:	3707667	ATV RIDER
Registration Number:	4169954	BAGGERS
Registration Number:	4169955	BAGGERS
Registration Number:	2688174	DIRT RIDER
Registration Number:	1681964	HOT BIKE
Registration Number:	3955064	HOT BIKE BAGGERS
Registration Number:	3955065	HOT BIKE BAGGERS
Registration Number:	2988153	MOTORCYCLE ESCAPE
Registration Number:	2501973	MOTORCYCLIST

TRADEMARK

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Registration Number:	2829895	STREET CHOPPER
Registration Number:	3718606	SUPER STREETBIKE

CORRESPONDENCE DATA

Fax Number: 4075714719
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 407-571-4715
Email: trademark@bonniercorp.com
Correspondent Name: JEREMY M. THOMPSON
Address Line 1: 460 N ORLANDO AVE STE 200
Address Line 4: WINTER PARK, FLORIDA 32789

ATTORNEY DOCKET NUMBER:	MOTO ASSIGNMENT
NAME OF SUBMITTER:	JEREMY M. THOMPSON
Signature:	/JeremyMThompson/
Date:	06/12/2013

Total Attachments: 5
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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (this "*Assignment*"), dated as of May 17, 2013, by and between SOURCE INTERLINK MAGAZINES, LLC, a Delaware limited liability company (the "*Assignor*") and BONNIER ACTIVE MEDIA, INC., a New York corporation ("*Assignee*").

WHEREAS, Assignor owns the trademarks and trademark registrations with the United States Patent and Trademark Office listed on Exhibit A hereto (the "*Marks*");

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 Marks; the goodwill associated with the Marks; the registration for the Marks; 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 Marks have been used and associated with likewise have been transferred to Assignee under the Purchase Agreement.

3. The Parties understand and agree that this Assignment shall be an exhibit to the Purchase Agreement and as such this Assignment shall be governed by the terms set forth in the Purchase Agreement. In the event of any conflict between the terms of this Assignment and the terms of the Purchase Agreement, the terms of the Purchase Agreement shall control.


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.

[SIGNATURES FOLLOW ON THE NEXT PAGE]

ACKNOWLEDGED AND AGREED:

ASSIGNOR:

SOURCE INTERLINK MAGAZINES, LLC

By: 
Source Interlink Media, LLC, Sole Member,
Source Interlink Companies, Inc., Sole
Member, Joseph King, VP & Associate
General Counsel

ASSIGNEE:

BONNIER ACTIVE MEDIA, INC.

By: _____
Name: Jeremy Thompson
Title: General Counsel & Secretary

SIGNATURE PAGE TO ASSIGNMENT OF TRADEMARKS

**TRADEMARK
REEL: 005046 FRAME: 0082**

ACKNOWLEDGED AND AGREED:


ASSIGNOR:

SOURCE INTERLINK MAGAZINES, LLC

By: _____
Source Interlink Media, LLC, Sole Member,
Source Interlink Companies, Inc., Sole
Member, Joseph King, VP & Associate
General Counsel

ASSIGNEE:

BONNIER ACTIVE MEDIA, INC.

By:  _____
Name: Jeremy Thompson
Title: General Counsel & Secretary

SIGNATURE PAGE TO ASSIGNMENT OF TRADEMARKS

TRADEMARK
REEL: 005046 FRAME: 0083

Exhibit A

Registered Marks – United States

Trademark	Class	Country	Registration No.	Registration Date
ATV RIDER (Supplemental)	16	United States	2644827	October 29, 2002
ATV RIDER	16, 41	United States	3707667	November 10, 2009
BAGGERS	16	United States	4169954	July 10, 2012
BAGGERS	41	United States	4169955	July 10, 2012
DIRT RIDER	16	United States	2688174	February 18, 2003
HOT BIKE	16	United States	1681964	April 7, 1992
HOT BIKE BAGGERS	16	United States	3955064	May 3, 2011
HOT BIKE BAGGERS	41	United States	3955065	May 3, 2011
MOTORCYCLE ESCAPE	16	United States	2988153	August 23, 2005
MOTORCYCLIST	16	United States	2501973	October 30, 2001
STREET CHOPPER	16	United States	2829895	April 6, 2004
SUPER STREETBIKE	16, 41	United States	3718606	December 1, 2009

II. Registered Marks – Foreign Countries

Trademark	Class	Country	Registration No.	Registration Date
HOT BIKE	16	Indonesia	556647	

III. Pending Applications – United States

Trademark	Class	Country	Serial No.	Application Date	Description
MOTORCYCLIST	25	US	85/290528	April 8, 2011	Beanies; caps, fleece pullovers; hats, hooded sweatshirts; jackets; pants; shirts, sweatshirts; t-shirts; thermal underwear
TANKS AND TAILS	9	US	85/650901	June 13, 2012	Downloadable software in the nature of a mobile application for magazines featuring motorcycles
TANKS AND TAILS	16	US	85/650868	June 13, 2012	Magazines featuring motorcycles
TANKS AND TAILS	41	US	85/650883	June 13, 2012	Providing a website featuring non-downloadable publications in the

Trademark	Class	Country	Serial No.	Application Date	Description
					nature of magazines in the field of motorcycles

**There are no existing trademark registrations or applications for the following properties:*

- 1. SPORT RIDER**
- 2. MOTORCYCLE CRUISER**