

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|----------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Paisano Publications, LLC | | 07/29/2013 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | ER Assets, LP | | |
| Street Address: | 2400 Laguna Drive | | |
| City: | Fort Lauderdale | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 33316 | | |
| Entity Type: | LIMITED PARTNERSHIP: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4143802 | EASYRIDERS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8186760114 | | |
| <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) 992-2926 | | |
| Email: | drichardson@dbrlaw.net | | |
| Correspondent Name: | Dorothy Richardson | | |
| Address Line 1: | 21900 Burbank Boulevard, Suite 300 | | |
| Address Line 4: | Woodland Hills, CALIFORNIA 91367 | | |
| NAME OF SUBMITTER: | Dorothy Richardson, Esq. | | |
| Signature: | /dorothy richardson/ | | |
| Date: | 07/29/2013 | | |
| Total Attachments: 1 source=EASYRIDERS Assignment-PPL to ERA 07-29-13#page1.tif | | | |

OP \$40.00 4143802

ASSIGNMENT

WHEREAS, Paisano Publications, LLC, a Delaware limited liability company with an address of 28210 Dorothy Drive, Agoura Hills, California 91301, is the owner of all right, title, and interest in and to the service mark EASYRIDERS for "restaurant and bar services," including United States Service Mark Registration Nos. 4143802 for said mark, and including any and all goodwill associated with said mark;

WHEREAS, ER Assets, LP, a Delaware limited partnership whose general partner is Teresi Publications, Inc., a Delaware corporation, and having a place of business at 2400 Laguna Drive, Ft. Lauderdale, Florida 33316, is desirous of acquiring an equal and joint ownership interest with Paisano Publications, LLC, in said service mark EASYRIDERS, including an equal and joint interest in United States Service Mark Registration No. 4143802 for said mark, and in any and all goodwill associated with said mark;

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Paisano Publications, LLC, does hereby assign to ER Assets, LP, an equal and joint interest in said service mark EASYRIDERS for "restaurant and bar services," including United States Service Mark Registration No. 4143802 for said mark, and including any and all goodwill associated with said mark.

PAISANO PUBLICATIONS, LLC

By: *Beverly Barragan*
Beverly Barragan
Executive Vice President

Date: 7/29/13