

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM391792

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Motorsport Aftermarket Group, Inc.		02/29/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Powersport Media, LLC		
Street Address:	20 AQUILA WAY		
City:	COTO DE CAZA		
State/Country:	CALIFORNIA		
Postal Code:	92679		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	72375300	CYCLE NEWS	
CORRESPONDENCE DATA			
Fax Number:	9492163070		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(949) 216-3070		
Email:	bkindler@tklglaw.com		
Correspondent Name:	Brian P. Kinder		
Address Line 1:	19200 Von Karman Avenue, Fourth Floor		
Address Line 4:	Irvine, CALIFORNIA 92612		
NAME OF SUBMITTER:	Brian P. Kinder		
SIGNATURE:	/BPK/		
DATE SIGNED:	07/18/2016		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is entered into by and between Motorsport Aftermarket Group, Inc. ("***Seller***"), a Delaware corporation, and Powersport Media, LLC ("***Buyer***"), a California limited liability company, and is effective as of February 29, 2016.

WHEREAS, Seller has adopted, used, is using, and to the best of its knowledge and belief, is the owner of the trademarks identified in **Exhibit A** hereto for use in connection with at least the products and services identified, together with all rights appurtenant thereto, including, but without limitation, any and all designs, artwork, logos or embodiments which have been used in connection with the marks, and all common law rights, trade name rights, causes of action, and the right to recover for past, present and future infringement (if any) relating thereto (hereinafter the "***Marks***");

WHEREAS, Seller has acquired goodwill associated with and symbolized by the Marks, has not abandoned same, and is the owner of the trademark registrations identified in **Exhibit A** (hereinafter the "***Registrations***");


WHEREAS, Buyer purchased that portion of Seller's business to which the Marks pertain, acquired said Marks and the trademark registrations therefor, and now desires to confirm the Assignment of the Marks for purposes of recording the same with the U.S. Patent and Trademark Office as well as any applicable foreign trademark offices;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Seller hereby assign to Buyer all rights, title, and interest as Seller may possess in and to the Marks, together with the goodwill of the business symbolized thereby, the Registrations, and any and all claims, demands, causes of action, and rights based thereon. At no cost to the requesting party, each party hereby agrees to execute any additional documents and take such other actions as may be reasonably necessary to transfer or record the rights, title and/or interests granted herein.

[Signature Page Follows]

The parties hereto have caused this assignment to be duly executed and authorized as of the date hereof.

POWERSPORT MEDIA, LLC
"BUYER"




Signature

2-26-16

Bryan A. Robb, Manager

MOTORSPORT AFTERMARKET
GROUP, INC.
"SELLER"



Signature

2 / 29 / 16

~~Kevin~~ Walters, Chief Financial Officer
Rick

EXECUTION COPY

Exhibit A

Mark	Country	Goods	App. No. Filing Date	Reg. No. Reg. Date	Action Due
CYCLE NEWS	USA	Newspapers relating to motorcycles, motorcycle activities and races (Class 16)	73/375300 Nov. 5, 1970	979960 Mar. 5, 1974	Renewal Due Mar. 5, 2024

Exhibit A to Trademark Assignment