

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Trans World International, Inc.		08/23/2004	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Outdoor Life Network L.L.C.		
Street Address:	281 Tresser Boulevard, Two Stamford Plaza		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06901		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78260585	TOTAL BULL	
CORRESPONDENCE DATA			
Fax Number:	(216)566-9711		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2165669700		
Email:	docketing@rankinhill.com		
Correspondent Name:	Rankin, Hill, Porter & Clark LLP		
Address Line 1:	925 Euclid Avenue, Suite 700		
Address Line 4:	Cleveland, OHIO 44115-1405		
ATTORNEY DOCKET NUMBER:	TWI-14874		
NAME OF SUBMITTER:	Stephen A. Hill		
Total Attachments: 2			
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Trademark Assignment

Whereas, Trans World International, Inc., a corporation organized under the laws of the State of Ohio, having a principal place of business at Suite 100, IMG Center, 1360 East Ninth Street, Cleveland, Ohio 44114-1782 (hereinafter referred to as "ASSIGNOR"), is the owner of the trademark TOTAL BULL for which an application has been filed to register the mark in the United States Patent and Trademark Office as Application Serial No. 78/260,585, registered June 10, 2003; and

Whereas, Outdoor Life Network, L.L.C., a limited liability company organized under the laws of the State of Delaware, having a principal place of business at 281 Tresser Boulevard, Two Stamford Plaza, Stamford, Connecticut 06901 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire rights in and to said marks;

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration of said mark.

TRANS WORLD INTERNATIONAL, INC.

By Robert Pomeroy
Printed Name: Robert Pomeroy
Title: Vice President of Finance

Date: August 23 2004

STATE OF NY

COUNTY OF NY }

On this 23rd day of August 2004, before me appeared Robert Powner the person who signed this instrument, who acknowledged that he or she signed it as a free act on behalf of the identified company with authority to do so.

(Notarial Seal)

Regan P. McGorry
Notary Public

Regan P. McGorry
Notary Public - State of New York
No. 02MC6064240
Qualified in Queen's County
My Commission Expires Oct. 1, 2005