

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Kappa Publishing Group, Inc.		08/30/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Sports and Entertainment Publications, LLC
<b>Street Address:</b>	626 Wilshire Blvd., Ste 350
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90017
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Registration Number:	1301635	INSIDE WRESTLING
Registration Number:	1306992	KO MAGAZINE
Registration Number:	1297274	PRO WRESTLING ILLUSTRATED
Registration Number:	2228960	PWI
Registration Number:	1711605	THE BIBLE OF BOXING
Registration Number:	1659736	THE RING
Registration Number:	1668505	THE RING
Registration Number:	1056983	THE RING
Registration Number:	1297275	THE WRESTLER
Registration Number:	1340643	WORLD BOXING
Registration Number:	1437275	WRESTLING SUPERSTARS

**CORRESPONDENCE DATA**

Fax Number: (310)201-2306  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

**CH \$290.00 1301635**

Phone: (310) 553-3610  
Email: ipmail@ggfirm.com  
Correspondent Name: Jeffrey A. Krieger, Esq.  
Address Line 1: 1900 Avenue of the Stars, Suite 2100  
Address Line 2: Greenberg Glusker Fields Claman & Machti  
Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	17896-00206
NAME OF SUBMITTER:	Jeffrey A. Krieger
Signature:	/jak/
Date:	06/05/2008

Total Attachments: 2  
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source=Kappa US Trademark Assignment#page2.tif

## TRADEMARK ASSIGNMENT

This Assignment of Trademark ("Assignment") is effective as of August 30, 2007 ("Effective Date"). WHEREAS, KAPPA PUBLISHING GROUP, INC., a Delaware corporation, having its principal place of business at P.O. Box 736, Fort Washington, PA 19034 ("Assignor"), is the owner of the trademarks described in Schedule A attached hereto (the "Marks"); and

WHEREAS, SPORTS AND ENTERTAINMENT PUBLICATIONS, LLC, a Delaware Limited Liability Company, having a principal place of business at 626 Wilshire Blvd., Ste 350, Los Angeles, CA 90017 ("Assignee"), is desirous of acquiring the Marks together with the goodwill symbolized by the Marks.

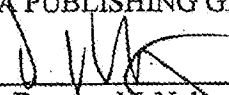
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, all right, title and interest in and to the Marks (as well as any applications and/or registrations for the Marks owned by Assignor and/or Assignor's subsidiaries or principals) including the registrations indicated in Schedule A together with the goodwill symbolized by said Marks and all of Assignor's rights to sue for and recover profits or damages, due or accrued, arising out of or in connection with any and all past, present or future infringements or dilution of or damage to such Marks or the associated goodwill.

Assignor further agrees that, without further consideration, it will cause to be performed such other lawful acts, and to be executed such further assignments and other lawful documents, as Assignee and its successors and assigns may, from time to time, reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Marks in the United States, provided that all costs associated with the performance of such action and preparation, review and execution of such documentation shall be borne entirely by Assignee.

This Assignment shall be binding upon and shall inure to the benefit of Assignor and Assignee and their respective successors and assigns.

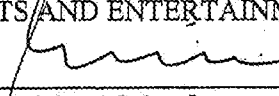
### ASSIGNOR:

KAPPA PUBLISHING GROUP, INC.



By:   
Name: Despina McNulty  
Title: President

### ASSIGNEE:

SPORTS AND ENTERTAINMENT PUBLICATIONS, LLC

By:   
Name: Richard Schaefer  
Title: Chief Executive Officer

SCHEDULE A

<i>Trademark</i>	<i>Registration No.</i>	<i>Registration Date</i>
INSIDE WRESTLING	1,301,635	10/23/84
KO MAGAZINE	1,306,992	11/27/84
PRO WRESTLING ILLUSTRATED	1,297,274	09/18/84
PWI	2,228,960	03/02/99
THE BIBLE OF BOXING	1,711,605	09/01/92
THE RING	1,659,736	10/08/91
	1,668,505	12/17/91
	1,056,983	01/25/77
THE WRESTLER	1,297,275	09/18/84
WORLD BOXING	1,340,643	06/11/85
WRESTLING SUPERSTARS	1,437,275	04/21/87