

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
Cox Event Marketing Group, LLC		01/29/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Donald R. Dixon		
Street Address:	4309 Sentinel Post Rd, NW		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30327		
Entity Type:	INDIVIDUAL: UNITED STATES		
Name:	Mark Rothenberg		
Street Address:	19 Doughty Lane		
City:	Fair Haven		
State/Country:	NEW JERSEY		
Postal Code:	07704		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2888437	LIFESTYLE MARKETING GROUP	
CORRESPONDENCE DATA			
Fax Number:	(202)776-4981		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202) 776-2284		
Email:	trademark@dowlohnes.com		
Correspondent Name:	Matthew Frisbee		
Address Line 1:	1200 New Hampshire Avenue, N.W.		

OP \$40.00 2888437

900183437

**TRADEMARK
 REEL: 004469 FRAME: 0689**

Address Line 2: Suite 800
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER:	06515.0053
NAME OF SUBMITTER:	Matthew Frisbee
Signature:	/Matthew Frisbee/
Date:	02/08/2011

Total Attachments: 2
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QUITCLAIM TRADEMARK ASSIGNMENT AGREEMENT

THIS QUITCLAIM TRADEMARK ASSIGNMENT AGREEMENT ("Agreement"), is entered into and effective as of January __, 2011, by and between Cox Event Marketing Group, L.L.C., a Delaware Limited Liability Company whose address is 6205 Peachtree Dunwoody Road, Atlanta, Georgia, 30328 ("Assignor"), and Donald R. Dixon and Mark Rothenberg, citizens of the United States (collectively "Assignees").

WITNESSETH:

WHEREAS, Assignor owns a certain common law and registered service mark specifically set forth on Exhibit A attached hereto (the "Service Mark"); and

WHEREAS, Assignor desires to assign and convey to Assignees, and Assignees desire to acquire from Assignor, all of Assignor's right, title, and interest in and to the Service Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby assigns to Assignees, and their successors, assigns, and legal representatives, without representation or warranty, on an "AS IS" quitclaim basis, all right, title, and interest in and to the Service Mark and the registration therefor, together with the goodwill associated therewith.
2. Rights and Privileges. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Service Mark, will be held and enjoyed by Assignees and their successors and assigns.
3. Indemnification. Assignees will indemnify, defend and hold harmless, jointly and severally, Assignor and its members, officers, employees, agents, independent contractors, attorneys, subsidiaries, affiliates, and their respective successors and assigns, against any and all losses, damages, injuries, claims, liabilities and expenses, including reasonable attorneys' fees, from claims of third parties arising from any activity by Assignees and their employees, agents, successors, assigns, and licensees, in connection with the use of the Service Mark. After receipt by Assignor of written notice of the filing of any such claim, Assignor shall promptly notify Assignees. Assignees shall assume the defense of any such claim and shall have exclusive control over the satisfaction and resolution of the same, including any expenses and fees related to such defense, provided, however, Assignees shall not, without Assignor's written consent, settle or compromise any claim or consent to entry of any judgment that (a) includes an admission of liability by Assignor or (b) does not include as a term thereof the giving by the claimant or the plaintiff to Assignor a release from all liability in respect of such claim. Assignor, at its option, may participate in the defense of any such claim at its own expense. The failure of Assignor to provide notice will not relieve Assignees of any obligations they may have hereunder, provided that the failure to provide such notice does not result in any material prejudice to Assignees.
4. DISCLAIMER OF WARRANTIES. NO REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, HAVE BEEN MADE BY ASSIGNOR AND

**ANY SUCH REPRESENTATIONS OR WARRANTIES ARE HEREBY EXPRESSLY
DISCLAIMED.**

5. Entire Agreement. This Agreement contains the sole and full agreement between the parties to the subject matter hereof and supersedes all prior understandings, writings, proposals, representations or communications, oral or written, of either party relating to the subject matter of this Agreement. This Agreement may be executed in any number of counterparts and by facsimile.

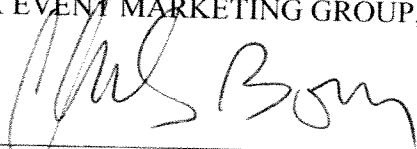
6. Assignor agrees that, when requested, it will sign all papers, take all rightful oaths, and do all acts which may be reasonably necessary to effectuate the purposes of this Agreement.

IN WITNESS WHEREOF, each party has executed this agreement by its duly authorized representative on the date(s) indicated below.

ASSIGNOR:

COX EVENT MARKETING GROUP, INC.


By:



Charles N. Bowen
Assistant Corporate Secretary

Date: January 26, 2011

ASSIGNEES:


Mark Rothenberg
Date: 1/27/11
Donald R. Dixon
Date: