

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM303282

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eli New Media LLC		12/30/2013	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Alliance Services Ltd.		
Street Address:	2 Church Street		
Internal Address:	Clarendon House		
City:	Hamilton		
State/Country:	BERMUDA		
Postal Code:	HM11		
Entity Type:	exempted company: BERMUDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3222579	MOTORTOPIA	
Registration Number:	3423527	MOTORTOPIA	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9198294309		
Email:	tmgroup@hutchlaw.com		
Correspondent Name:	Devon E. White		
Address Line 1:	3110 Edwards Mill Road, Suite 300		
Address Line 4:	Raleigh, NORTH CAROLINA 27612		
ATTORNEY DOCKET NUMBER:	ASL.21000-ELI NEW MEDIA		
DOMESTIC REPRESENTATIVE			
Name:	Devon E. White		
Address Line 1:	3110 Edwards Mill Road, Suite 300		
Address Line 4:	Raleigh, NORTH CAROLINA 27612		
NAME OF SUBMITTER:	Devon E. White		
SIGNATURE:	/DEW/		

CH \$65.00 3222579

DATE SIGNED:	05/01/2014
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Total Attachments: 4

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**ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS AND ACCOMPANYING
REGISTRATIONS AND GOODWILL**

Effective as of December 30, 2013 (the "**Effective Date**"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Eli New Media LLC, a North Carolina limited liability company ("**Assignor**"), does hereby sell, assign, transfer and set over to Alliance Services Ltd., a Bermuda exempted company ("**Assignee**"), all of Assignor's worldwide rights, title and interest in and to the trademarks and service marks and registrations thereof listed on **Exhibit A** attached hereto (collectively, the "**Marks**"), any renewals or extensions of such registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignor.

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IN WITNESS WHEREOF, the undersigned have executed this Assignment as of the date first set forth above.

ELI NEW MEDIA LLC

By: 

Name: Greg E. Lindberg

Title: Chairman

Date: April 11, 2014

ALLIANCE SERVICES LTD.

By: _____

Name: _____

Title: _____

Date: _____

IN WITNESS WHEREOF, the undersigned have executed this Assignment as of the date first set forth above.

ELI NEW MEDIA LLC


By: _____

Name: _____

Title: _____

Date: _____

ALLIANCE SERVICES LTD.

By:  _____

Name: Marcello A. Ausenda
Director

Title: _____

Date: APR 08 2014

EXHIBIT A

**ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS AND ACCOMPANYING
REGISTRATIONS AND GOODWILL**

Mark	App. No.	Reg. No.	Reg. Date	Goods/Services
MOTORTOPIA		3,222,579		
MOTORTOPIA		3,423,527		
MOTORTOPIA (Australia)		1181835		
MOTORTOPIA (Canada)		754,102		
MOTORTOPIA (European Community)		0923315		
MOTORTOPIA (New Zealand)		728742		
MOTORTOPIA (WIPO)		923315		