

12-21-1998

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027



U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

100924828

Express Mail Label No.: EL168015244 US  
Date of Deposit: December 14, 1998

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

12-14-98

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

#### Conveyance Type

- Assignment  License
  - Security Agreement  Nunc Pro Tunc Assignment
  - Merger  Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
12-01-98

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
12-01-98

Name REIMAN PUBLICATIONS, L.P.

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Delaware Limited Partnership

#### Receiving Party

Mark if additional names of receiving parties attached

Name REIMAN HOLDING COMPANY, LLC

DBA/AKATA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 5400 South 60th Street

Address (line 2) \_\_\_\_\_

Address (line 3) Greendale

Wisconsin

Zip Code \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
  - Other Limited Liability Company
  - Citizenship/State of Incorporation/Organization Delaware Limited Liability Company
- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

12/16/1998 VIRGINIA 00000049 75173381

FOR OFFICE USE ONLY

01 FC:481  
02 FC:482

40.00 DP  
750.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, TRADEMARK 20231

REEL: 1827 FRAME: 0409

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

WILLIAM E. DEVITT

*William E. Devitt*

12/14/98

Name of Person Signing

Signature

Date Signed

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name



Formerly

Individual     General Partnership     Limited Partnership     Corporation     Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)




City

State/Country

Zip Code

Individual     General Partnership     Limited Partnership

Corporation     Association

Other

Citizenship/State of Incorporation/Organization

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**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

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1,933,185	1,198,664	2,078,059
2,017,018	1,712,877	2,153,362
1,747,772	2,099,361	1,938,857
1,847,423	1,926,603	2,002,133
2,113,908	2,166,005	2,203,245
1,577,791	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

## Schedule of Trademarks

### United States Registered Trademarks

Trademark	Registration No.	Issue Date
BARNS CALENDAR	2.086.668	08/05/97
BIRDS & BLOOMS	1.964.726	03/26/96
BIRDS & BLOOMS	2.103.247	10/07/97
CLUCKENDAR	2.186.757	09/01/98
COUNTRY CHURCHES	2.090.269	08/19/97
COUNTRY MILER	2.092.243	08/26/97
COUNTRY TRAVELER NEWSLETTER	1.747.069	01/19/93
COWLENDAR	1.798.663	10/12/93
CRAFTING TRADITIONS	2.105.457	10/14/97
CRATE O'RECIPES	1.933.185	11/07/95
FARM & RANCH LIVING	1.198.664	06/22/82
GOOD NEWS INDEED	2.078.059	07/08/97
LITTLE FARMERS	2.017.018	11/19/96
MAXI-MIX	1.712.877	09/08/92
____ PIG CALENDAR YOU NEVER SAUSAGE A CALENDAR	2.153.362	04/28/98
REMINISCE	1.747.772	01/19/93
REMINISCE	2.099.361	09/23/97
REMINISCE BOOKS	1.938.857	11/28/95
TASTE OF HOME	1.847.423	07/26/94
TASTE OF HOME	1,926.603	10/10/95
TASTE OF HOME	2.002.133	09/24/96

<b>Trademark</b>	<b>Registration No.</b>	<b>Issue Date</b>
TASTE OF HOME	2,113,908	11/18/97
TASTE OF HOME and Design	2,166,005	06/16/98
THE MAGNIFICENT HORSE	2,203,245	11/10/98
TOMATO BOOSTER	1,577,791	01/16/90

**United States Pending Trademark Applications**

<b>Trademark</b>	<b>Application No.</b>	<b>Issue Date</b>
BIRDS & BLOOMS	75/173,381	09/27/96
COUNTRY WOMAN	75/493,269	05/29/98
_____ COWLENDAR	75/135,574	07/17/96
FLYING FLOWERS	75/379,813	10/27/97
TASTE OF HOME	75/437,620	02/20/98
WORLD WIDE COUNTRY TOURS	75/299,827	05/28/97

## Unregistered Trademarks

Mark	Goods
THE BEST OF COUNTRY COOKING	cook books
COUNTRY	magazine
COUNTRY	calendars
COUNTRY EXTRA	magazine
COUNTRY STORE	gift catalog
FARM & RANCH LIVING OLD IRON	calendars
QUICK COOKING	magazine
REMINISCE EXTRA	magazine
A TASTE OF THE COUNTRY	cook books

## TRADEMARK ASSIGNMENT

This Assignment of Trademarks is made by Reiman Publications, L.P., a Delaware limited partnership, with a principal place of business at 5400 South 60<sup>th</sup> Street, Greendale, Wisconsin 53129 (hereinafter the "Assignor") to Reiman Holding Company, LLC, a Delaware limited liability company, (hereinafter "Holding") with a principal place of business at 5400 South 60<sup>th</sup> Street, Greendale, Wisconsin.

### RECITALS

WHEREAS, the Assignor, Reiman Publications Corporation, a Delaware corporation, World Wide Country Tours, LLC, a Wisconsin limited liability company, Reiman Advertising and Promotion, LLC, a Wisconsin limited liability company, and Homemaker Schools, LLC, a Wisconsin limited liability company (collectively, the "Sellers") have agreed to sell to Holding and its subsidiaries an ownership interest in the Sellers' right, title and interest in the assets of the Sellers to be acquired by Holding and its subsidiaries (the "Acquired Assets"), including trademarks and trademark registrations and applications for registration therefor and unregistered trademarks (hereinafter "Trademarks"), identified in the Purchase and Sale Agreement, dated as of October 12, 1998, by and among Holding and the Sellers (as amended, modified and waived, the "Purchase and Sale Agreement");

WHEREAS, the Assignor and Roy J. Reiman, Roberta M. Reiman, Norbert F. Whittle, the Scott J. Reiman 1991 Trust, the Jeffrey R. Anderson Living Trust, John T. LeBrun, Henry R. de Fiebre, Paul T. Schneider and Thomas A. Arnold (each of the foregoing other than the Assignor, collectively, the "Rollover Participants") are parties to a Distribution Agreement, dated the date hereof (the "Distribution Agreement"), pursuant to which, prior to the Closing (as defined in the Purchase and Sale Agreement), the Assignor distributed to the Rollover Participants (the "Distribution") that portion of Assignor's right, title and interest in the Acquired Assets, including the Trademarks, that was not transferred to Holding and its subsidiaries pursuant to the Purchase and Sale Agreement (the portion of the right, title and interest in the Acquired Assets distributed to the Rollover Participants, the "Rollover Assets");

WHEREAS, pursuant to that certain Purchase and Contribution Agreement, dated as of the date hereof (the "Purchase and Contribution Agreement"), each of the Rollover Participants contributed his, her or its entire right, title and interest in the Rollover Assets, including the Trademarks, to Holding in exchange for equity interests in Holding in accordance with the terms and conditions therein;

WHEREAS, after the Closing (including the execution and delivery of the Distribution Agreement and the Purchase and Contribution Agreement), Holding and its subsidiaries will own all right, title and interest in and to the Acquired Assets, including the Trademarks;

WHEREAS, the Assignor is the registered owner of the Trademarks listed on the attached Schedule of Trademarks;

AND WHEREAS, Holding wishes to acquire said Trademarks, as listed on the attached Schedule of Trademarks, and the business and good will of the business in connection therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, the Assignor hereby sells, assigns and transfers to Holding, all of the Assignor's right, title and interest in and to said Trademarks, together with the good will of the business symbolized by said Trademarks, and the Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of said Trademarks.

This Assignment of Trademarks is governed by and made subject to the Purchase and Sale Agreement, the Distribution Agreement and the Purchase and Contribution Agreement.

\*\*\*\*\*



IN WITNESS WHEREOF, the Assignor and Holding have caused this Assignment of Trademarks to be executed and sealed by their respective duly authorized officers as of the dates noted below.

REIMAN PUBLICATIONS, L.P.  
By its general partner,  
REIMAN PUBLICATIONS CORPORATION

By: Robert F. Whittle

Name: Robert F. Whittle

Title: Executive Vice President

Date: 12/1/98

REIMAN HOLDING COMPANY, LLC

By: Thomas Charl

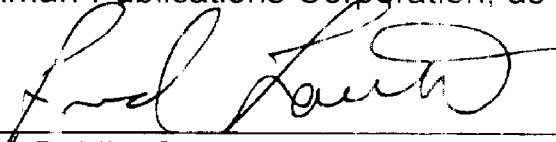
Name: Thomas Charl

Title: President

Date: 12/1/98

STATE OF WISCONSIN )  
 ) ss  
MILWAUKEE COUNTY )

Personally came before me this 1st day of December, 1998, the above-named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same on behalf of Reiman Publications Corporation, as general partner of Reiman Publications, L.P.




Notary Public, State of Wisconsin  
My commission expires: Permanently

(SEAL)

STATE OF WISCONSIN )  
 ) ss  
MILWAUKEE COUNTY )

Personally came before me this 1st day of December, 1998, the above-named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same on behalf of Reiman Holdings Company, LLC.



Notary Public, State of Wisconsin  
My commission expires: Permanently

(SEAL)