

12-21-1998



100925246

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

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

Name REIMAN HOLDING COMPANY, LLC

Execution Date
Month Day Year
12-01-98

Formerly

- ☐ Individual ☐ General Partnership ☐ Limited Partnership ☐ Corporation ☐ Association
- ☒ Other Limited Liability Company
- ☒ Citizenship/State of Incorporation/Organization a Delaware Limited Liability Company

Receiving Party

☐ Mark if additional names of receiving parties attached

Name REIMAN PUBLICATIONS, LLC

DBA/AKA/TA

Composed of

Address (line 1) 5400 South 60th Street

Address (line 2)

Address (line 3) Greendale

Wisconsin

53129

City

State/Country

Zip Code

- ☐ Individual ☐ General Partnership ☐ Limited Partnership ☐ Corporation ☐ Association
- ☒ Other Limited Liability Company
- ☒ Citizenship/State of Incorporation/Organization a 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.)

12/17/1998 0000164 7517340

01 FC:481
02 FC:482

40.00 OP
750.00 OP

FOR OFFICE USE ONLY

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 (0851-0027), Washington, D.C. 20463. See OMB Information Collection Budget Package 0851-0027, 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, Washington, D.C. 20231

REEL: 1827 FRAME: 0536

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

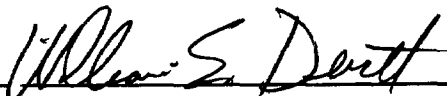
☐

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

Name of Person Signing



Signature

12/15/98

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

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/AK/A

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

☐ Individual ☐ General Partnership ☐ Limited Partnership

☐ Corporation ☐ Association

☐ Other

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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)

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		

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of this first day of December, 1998 ("Effective Date"), by and between Reiman Holding Company, LLC, a Delaware limited liability company, with its principal office at 5400 South 60th Street, Greendale, Wisconsin 53129 ("Assignor"), and Reiman Publications, LLC, a Delaware limited liability company, with its principal office at 5400 South 60th Street, Greendale, Wisconsin 53129 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the trademarks and the United States trademark registrations and applications for registration and unregistered trademarks identified and set forth on the Schedule of Trademarks, (collectively, the "Trademarks"), and the goodwill of the business associated therewith;

WHEREAS, Assignor and Assignee are parties to that certain Contribution and Subscription Agreement dated as of the date hereof, pursuant to which Assignor has agreed to make a contribution to Assignee in exchange for interests in Assignee;

WHEREAS, Assignee wishes to acquire and Assignor wishes to assign all right, title and interest in and to the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used;

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 Assignee, 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.

* * * *

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

REIMAN HOLDING COMPANY, LLC

By: Thomas L. Cull

Name Thomas L. Cull

Title: President

Date: 12/1/98

REIMAN PUBLICATIONS, LLC

By: Thomas L. Cull

Name: Thomas L. Cull

Title: President

Date: 12/1/98

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

Trademark	Registration No.	Issue Date
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

Trademark	Application No.	Issue Date
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