

12-13-1999



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To the Honorable Commissioner of Patents and Trademarks, Please receive the attached original documents or copy thereof.

1. Name of conveying party(ies):

Cendant Publishing, Inc.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State Delaware, Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: North American Outdoor Group, Inc.

Internal Address:

Street Address: 12301 Whitewater Drive

City: Minnetonka State: MN ZIP: 55343

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Minnesota, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: October 8, 1999

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

See attached Schedule "A".

B. Trademark Registration No.(s)

See attached Schedule "B".

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jeffrey C. Katz, Esq.

Internal Address: DAVIS & GILBERT LLP

Street Address: 1740 Broadway

City: New York State: NY ZIP: 10019

6. Total number of applications and registrations involved:

29

7. Total fee (37 CFR 3.41).....\$ 740.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Jeffrey C. Katz, Esq.

Name of Person Signing

Signature

11-22-99

Date

Total number of pages including cover sheet, attachments, and document:

7

Mall documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments

Vertical stamp: 12/10/1999, 120678, 08000268, 120678, 01 FC 481, 02 FC 482

**SCHEDULE "A"**

<b><u>Mark</u></b>	<b><u>Serial No.</u></b>	<b><u>Filing Date</u></b>
NORTH AMERICAN SPORTSMAN'S CLUB	75/527106	07/27/98
PURSUIT VIDEO SERIES	75/657149	03/10/99
FISHING INFORMATION NETWORK	75/800877	09/15/99

**SCHEDULE "B"**

<b><u>Mark</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date</u></b>
NORTH AMERICAN HUNTING CLUB INC. and Design	1,206,787	08/31/82
NORTH AMERICAN HUNTING CLUB and Design	1,213,653	10/19/82
NORTH AMERICAN HUNTING CLUB and Design	1,235,693	04/26/83
HUNTERS INFORMATION SERIES	1,564,020	10/31/89
NORTH-AMERICAN-HUNTING-CLUB and Design	1,564,199	11/07/89
NORTH AMERICAN FISHING CLUB and Design	1,592,775	04/24/90
NORTH AMERICAN FISHERMAN NORTH AMERICAN FISHING CLUB and Design	1,608,177	07/31/90
NORTH AMERICAN OUTDOORS	1,741,803	12/22/92
NATIONAL OUTDOORS RADIO PROGRAM and Design	1,773,212	05/25/93
F.I.N. AFFILIATE NORTH AMERICAN FISHING CLUB FISHING INFORMATION NETWORK and Design	1,844,675	07/12/94
HANDYMAN CLUB OF AMERICA and Design	1,854,867	09/20/94
HANDYMAN CLUB OF AMERICA	1,859,293	10/18/94
AMERICAN HOW-TO	1,860,929	11/01/94
FISHING CLUB OF AMERICA	1,926,054	10/10/95
ANGLING ON AUDIO	2,017,047	11/19/96

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
NORTH AMERICAN ANGLER VIDEO ADVENTURE	2,031,097	01/14/97
NORTH AMERICAN HUNTING ODYSSEY VIDEO COLLECTION	2,033,549	01/28/97
NORTH AMERICAN FISHING CLUB and Design	2,043,385	03/11/97
GARDENING HOW-TO	2,082,607	07/22/97
NATIONAL HOME GARDENING CLUB	2,082,618	07/22/97
OFFICIAL PUBLICATION OF THE NATIONAL HOME GARDENING CLUB GARDENING HOW- TO (Stylized)	2,082,622	07/22/97
COMPLETE ANGLER'S LIBRARY	2,082,958	07/29/97
NATIONAL HOME GARDENING CLUB and Design	2,186,919	09/01/98
NATIONAL HOME GARDENING CLUB and Design	2,259,719	07/06/99
COOKING CLUB OF AMERICA	2,260,114	07/06/99
COOKING PLEASURES	2,265,732	07/27/99

## ASSIGNMENT

**WHEREAS**, CENDANT PUBLISHING, INC., a corporation of the State of Delaware located at 3033 South Parker Road, Suite 900, Aurora, Colorado 80014 (hereinafter "Assignor"), is the owner of the marks listed on the attached Schedule "A" which are the subject of applications for registration in the United States Patent and Trademark Office and the owner of the marks listed on the attached Schedule "B" which are registered in the United States Patent and Trademark Office (the marks listed on the attached Schedules "A" and "B" are collectively referred to herein as "Marks"):

**WHEREAS**, NORTH AMERICAN OUTDOOR GROUP, INC., a corporation of the State of Minnesota with its principal place of business at 12301 Whitewater Drive, Minnetonka, Minnesota 55343 (hereinafter "Assignee"), is the successor to the portion of the business of Assignor, which is ongoing and existing, to which the Marks pertain, as more fully set forth in the Recapitalization Agreement by and among Cendant Corporation, Cendant Membership Services, Inc., North American Outdoor Group, Inc. and Nefertiti LLC dated as of September 24, 1999, and is desirous of acquiring said Marks and said applications and registrations thereof, and the good will of the business in connection therewith.

**THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby sell, assign and transfer unto said Assignee all right, title and interest in and to said Marks, together with all translations thereof, and together with the goodwill of the business symbolized by the Marks, and as set forth above, the portion of the Assignor's business to which the Marks pertain, and the applications and registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said Marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

**IN WITNESS WHEREOF**, this Assignment has been executed to be effective as of the 8<sup>th</sup> day of October 1999.

CENDANT PUBLISHING, INC.



Name: **Jeanne M. Murphy**  
Title: **Senior Vice President  
and Secretary**

NORTH AMERICAN OUTDOOR  
GROUP, INC.



Name: **Jeanne M. Murphy**  
Title: **Senior Vice President  
and Secretary**

**TRADEMARK**

| REEL: 001998 FRAME: 0150

**SCHEDULE "A"**

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