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Tab settings     4:20:00

To the Honorable Commissioner of Pa.

Attached original documents or copy thereof.

1. Name of conveying party(ies):

North American Outdoor Group, Inc.

- Individual(s)
- General Partnership
- Corporation-State Minnesota
- Other

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

3. Nature of conveyance:

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

Execution Date: April 1, 2000

2. Name and address of receiving party(ies)

Name: NAOG Inc.

Internal Address:

Street Address: 12301 Whitewater Drive

City: Minnetonka State: MN ZIP: 55343

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

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: 40

7. Total fee (37 CFR 3.41): \$ 1,015.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

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

08/01/2000 DNGUYEN 00000004 75527106

01 FC:481	40.00 OP
02 FC:482	975.00 OP

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

6-20-2000

Date

Total number of pages including cover sheet, attachments, and document: 7

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

Washington, D.C. 20231

**SCHEDULE "A"**

<b><u>Mark</u></b>	<b><u>Ser. 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
HANDYMAN HOW-TO THE OFFICIAL PUBLICATION OF THE HANDYMAN CLUB OF AMERICA and Design	75/913737	02/09/00
COOKING CLUB OF AMERICA	76/003796	03/20/00
NORTH AMERICAN OUTDOORS	76/003797	03/20/00
NATIONAL HOME GARDENING CLUB	76/003798	03/20/00
NORTH AMERICAN HUNTING CLUB	76/003799	03/20/00
HANDYMAN CLUB OF AMERICA	76/003847	03/20/00
NORTH AMERICAN FISHING CLUB	76/003848	03/20/00
NORTH AMERICAN FISHING CLUB	76/003849	03/20/00
HANDYMAN CLUB OF AMERICA	76/006346	03/21/00
COOKING CLUB OF AMERICA	76/010941	03/23/00
NORTH AMERICAN HUNTING CLUB	76/010942	03/23/00

**SCHEDULE "B"**

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration 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
NORTH AMERICAN ANGLER VIDEO ADVENTURE	2,031,097	01/14/97

**ASSIGNMENT**

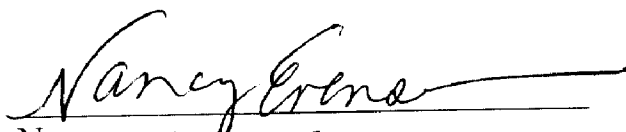
**WHEREAS**, NORTH AMERICAN OUTDOOR GROUP, INC., a corporation of the State of Minnesota located at 12301 Whitewater Drive, Minnetonka, Minnesota 55343 (hereinafter "Assignor"), is the owner of the marks listed on the attached Schedule "A" which are the subject of applications for registration in the 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:

**WHEREAS**, NAOG Inc., a corporation of the State of Delaware located at 12301 Whitewater Drive, Minnetonka, Minnesota 55343 (hereinafter "Assignee"), is the successor of the portion of the business of Assignor, which is ongoing and existing, to which the Marks pertain, and is desirous of acquiring said Marks and said applications and registrations thereof, and the goodwill of the business in connection therewith.


**THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, 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 effective as of the 1<sup>st</sup> day of April 2000.

NORTH AMERICAN OUTDOOR  
GROUP, INC.

  
Name: Nancy Evensen  
Title: President & CEO.

NAOG Inc.

  
Name: Kate Pool  
Title: VP Finance & Operations