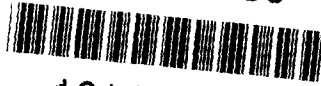


09-28-2000



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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

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name The Stover Publishing Company, Inc.

04212000

Formerly _____

120722

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Iowa

Receiving Party

Mark if additional names of receiving parties attached

Name EMAP USA, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 6420 Wilshire Boulevard

Address (line 2) _____

Address (line 3) Los Angeles California 90048
City State/Country Zip Code

- Individual General Partnership Limited Partnership Association
- Corporation Association
- Other _____

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.)

Citizenship/State of Incorporation/Organization Delaware

28/2000 6TON11 00000046 1207222

FOR OFFICE USE ONLY

FC#481 40.00 OP
FC#482 50.00 OP

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, Washington, D.C. 20231

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

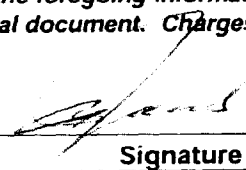
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) Deposit Account Number: #

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.

David Jacobs
Name of Person Signing


Signature

September 15, 2000
Date Signed

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made and entered into this 21st day of April, 2000, by and between THE STOVER PUBLISHING COMPANY, INC., an Iowa corporation with offices at 1901 Bell Avenue, Suite 4, Des Moines, Iowa 50315 ("Assignor"), and EMAP USA INC., a Delaware corporation with offices at 110 Fifth Avenue, New York, New York 10011 ("Assignee").

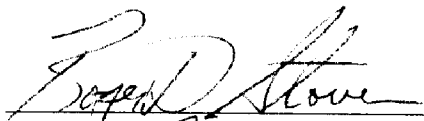
WHEREAS, pursuant to a certain Asset Purchase Agreement of even date herewith, by and among Assignee, Assignor and certain other parties (the "Purchase Agreement"), Assignee has agreed to purchase substantially all of the assets of Assignor and Assignor has agreed to cause the same to be transferred, assigned and conveyed to Assignee; and

WHEREAS, pursuant to the Purchase Agreement, Assignor desires to assign and transfer to Assignee all of its right, title and interest in and to the trademarks listed on Exhibit A attached hereto (collectively, the "Marks"), all related registrations (and applications therefor) relating thereto and the goodwill of the business symbolized thereby, and Assignee is desirous of acquiring the same;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee all of its right, title and interest in and to the Marks, the goodwill of the business symbolized by the Marks, the right to sue for past infringement thereof and all registrations, and applications for registration, relating thereto. Assignor does further consent to the recordation of this assignment by Assignee with the Commissioner of Patents and Trademarks and/or any appropriate state or foreign agency.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the date first written above.

THE STOVER PUBLISHING COMPANY, INC.

By: 
Name: Roger D Stover
Title: C.E.O.

State of Iowa)
) ss.:
County of Polk)

On this 21st day of April, 2000, before me appeared Roger D. Stover, the person who signed this instrument on behalf of The Stover Publishing Company, Inc., who acknowledged that he/she signed it on behalf of the identified company as CEO of the identified company and pursuant to authority duly received.

Jayne Seelhammer
Notary Public



EXHIBIT A

Trademark Registration No. 1,207,222 (Gun Dog), September 7, 1982

Trademark Registration No. 1,868,265 (Wing & Shot), December 20, 1994

Trademark Registration No. 2, 287,615 (Wildfowl), October 19, 1999

NY:105818.2

RECORDED: 09/19/2000

**TRADEMARK
REEL: 002149 FRAME: 0286**