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U.S. Department of Commerce
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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
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

275 6168

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

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 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.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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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

TRADEMARK
REEL: 002269 FRAME: 0031

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

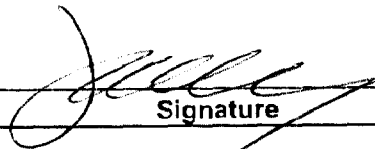
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) Deposit Account Number: #

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.

Jeffrey C. Katz



3-27-04

Name of Person Signing

Signature

Date Signed

RECEIVED

08-01-2000



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SHEET

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

Tab settings >>> 4:20:00

To the Honorable Commissioner of Patents

Attached original documents or copy thereof.

1. Name of conveying party(ies): North American Outdoor Group, Inc.

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

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

- Nature of conveyance: Assignment Merger Security Agreement Change of Name Other

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)

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

SCHEDULE "A"

<u>Mark</u>	<u>Ser. No.</u>	<u>Filing Date</u>
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"

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
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

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
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, 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:

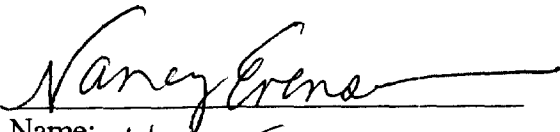
WHEREAS, NAOG Inc., a corporation of the State of Delaware located at 12301 Whitewater Drive, Minnetonka, Minnesota 55343 (hereinafter "Assignee"), is the successor of the portion of the business of Assignor, which is ongoing and existing, to which the Marks pertain, and is desirous of acquiring said 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 1st day of April 2000.

NORTH AMERICAN OUTDOOR
GROUP, INC.

NAOG Inc.



Name: Nancy Evensen
Title: President & CEO.



Name: Kate Pool
Title: VP Finance & Operations