

07-27-2001

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

101790542

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

1. Name of conveying party(ies): 7-23-01 Woodall Publishing Company, L.P.

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

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

3. Nature of conveyance:

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

Execution Date: July 11, 2001

2. Name and address of receiving party(ies) Name: Woodall Publications Corporation

Internal Address: Street Address: 2575 Vista Del Mar City: Ventura State: CA Zip: 93001

- 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 registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 854,909 965,597

Additional number(s) attached Yes No

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

Name: Christine L. Lofgren, Esq.

Internal Address: Jeffer, Mangels, Butler & Marmaro, LLP

Street Address: 2121 Ave. of the Stars 10th Floor

City: Los Angeles State: CA Zip: 90067

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 65.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number: 10-0440

(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.

Christine L. Lofgren Name of Person Signing

Signature

July 18, 2001 Date

Total number of pages including cover sheet, attachments, and document. 5

07/26/2001 TDIAZ1 00000061 854909

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

01 FC:481 02 FC:482

40.00 DP 25.00 DP

TRADEMARK REEL: 002334 FRAME: 0441

**AFFIDAVIT OF MICHAEL A. SCHNEIDER**

I, Michael A. Schneider, being first duly sworn hereby state and declare as follows:

1. I am Executive Vice President and Chief Operating Officer of Affinity Group, Inc. ("AGI"), a Delaware corporation, located and doing business at 2575 Vista Del Mar, Ventura California 93001. I am also an officer of AGI's subsidiaries and related companies. In this regard, I am Executive Vice President and Chief Operating Officer of AGI's wholly owned subsidiary, Woodall Publications Corporation, a Delaware corporation, located and doing business at 2575 Vista Del Mar, Ventura, California 93001.

2. I have served in a management capacity with AGI and its predecessors, subsidiaries, and affiliated companies (collectively, the "AGI Companies") for over 20 years. In such capacity, I oversee the protection and enforcement of the AGI Companies' trademarks and other intellectual property rights, as well as the acquisition of intellectual property rights and other assets from third parties. Except where otherwise indicated, I have personal knowledge of the facts set forth herein and, if called as a witness, could and would competently testify thereto.

3. AGI was formed on or about November 3, 1986. In or about June of 1994, AGI acquired all of the outstanding stock of Woodall Publications Corporation, a Delaware corporation, and assumed control of the corporation. I have been affiliated with Woodall Publications Corporation and have served as Executive Vice President and Chief Operating Officer of the corporation since it was acquired by AGI.

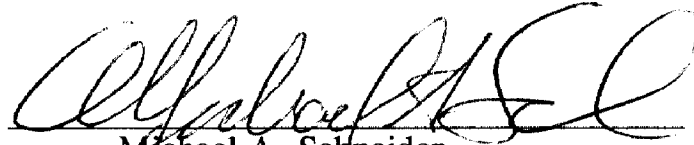
4. I submit this Affidavit to reflect the assignment to Woodall Publications Corporation, a Delaware corporation, of the trademarks and registrations thereof which are identified in Exhibit "A" hereto, and the ownership of such marks and registrations by Woodall Publications Corporation.

5. I am informed and believe that on or about May 16, 1994, Woodall Publishing Company, L.P., a Delaware limited partnership, sold, assigned, and transferred to Woodall Publications Corporation, a Delaware corporation, all of its assets, including, but not limited to, the entire right, title, and interest in and to the trademarks associated with the business of Woodall Publishing Company, L.P. and the registrations therefor, including, without limitation, the marks and registrations listed

in Exhibit "A" attached hereto, together with the goodwill of the business connected with the use of and symbolized by the trademarks and the right to sue and recover for past infringement of the trademarks.

6. The undersigned, being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful statements may jeopardize the validity of the referenced registrations, declares that all statements made herein of the undersigned's knowledge are true, and all statements made on information and belief are believed to be true.

Dated: July 11, 2001



Michael A. Schneider

# EXHIBIT "A"

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
W and Design	854,909	8/13/68
WOODALL'S	965,597	8/7/73

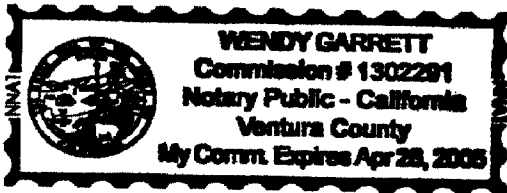
STATE OF CALIFORNIA )  
 )  
COUNTY OF VENTURA )

On July 11, 2001 before me,  
Wendy Garrett, Notary Public personally appeared  
Michael A. Schneider,

personally known to me                       proved to me on the  
basis of  
satisfactory  
evidence

to be the person whose name is subscribed to the within  
instrument and acknowledged to me that he executed the same  
in his authorized capacity, and that by his signature on the  
instrument the person, or the entity upon behalf of which  
the person acted, executed the instrument.

WITNESS my hand and official seal.



*Wendy Garrett*  
Signature of Notary

**CAPACITY CLAIMED BY SIGNER:**

Individual(s)  
 Partner(s)  
 Trustee(s)  
 Corporate President

Attorney-In-Fact

Subscribing Witness  
 Guardian/Conservator  
 Other:

**SIGNER IS REPRESENTING:**

Name of Person(s) or Entity(ies): Woodall Publications  
Corporation