

Form **PTO-1594**  
(Rev. 03/01)  
OMB No 0651-0027 (exp 5/31/2002)  
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# RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

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

1. Name of conveying party(ies):  
Wildlife Forever, Inc.

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

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

3. Nature of conveyance:

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

Execution Date: August 31, 2001

2. Name and address of receiving party(ies)

Name: North American Membership 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 of 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) \_\_\_\_\_

See attached schedule

Additional number(s) attached  Yes  No

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

Name: Jeffrey C. Katz

Internal Address: Davis & Gilbert LLP

Street Address: 1740 Broadway - 3rd Floor

City: New York State: NY Zip: 10019

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41) ..... \$ 140.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

501765

**DO NOT USE THIS SPACE**

9. Signature.

Jeffrey C. Katz

Name of Person Signing



Signature

June 7, 2002

Date

Total number of pages including cover sheet, attachments, and document: 4

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

**SCHEDULE**

<b><u>Trademark</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date</u></b>
MWC MEANS WALLEYE CONSERVATION	1,722,688	10/06/92
WORLD WALLEYE CHAMPIONSHIP	1,791,139	08/31/93
MWC MASTERS WALLEYE CIRCUIT & Design	1,809,651	12/07/93
MWC	1,837,090	05/17/94
MASTERS WALLEYE CIRCUIT	1,843,230	07/05/94

Exhibit B-2

ASSIGNMENT

THIS AGREEMENT, effective as of August 31, 2001 (the "Effective Date"), by and between Wildlife Forever, Inc., a Minnesota nonprofit corporation, with its principal place of business located at 10365 West 70th Street, Eden Prairie, Minnesota 55344 (hereinafter referred to as "Assignor") and North American Membership Group, a Minnesota corporation, with its principal place of business located at 12301 Whitewater Drive, Minnetonka, Minnesota 55343 (hereinafter referred to as "Assignee").

*5-28-02*  
*NE 5/22/02*  
*Inc.,*  
*Delaware*  
*NE 5/22/02*  
*5-28-02*

WHEREAS, Assignor is the proprietor of the trademarks, trade names, logos, designs and service marks and the registrations and applications thereof, as listed in the attached Schedule (collectively, the "Marks").

NOW THEREFORE, for valuable consideration hereby acknowledged as received, Assignor assigns as of the Effective Date to Assignee, its successors and assigns, all right, title and interest in the Marks, including the rights to institute or maintain any action for and to recover damages for any past infringement thereof or any actions for unfair competition relating thereto, together with the goodwill symbolized by, incorporated in or associated with activities for which the Marks are used and are registered.

IN WITNESS HEREOF, Assignor has executed this assignment and by its duly authorized office, and signed on August 31, 2001.

Wildlife Forever, Inc.  
By: *Dooglas H. Grauel*  
Name: Dooglas H. Grauel  
Title: PRESIDENT & CEO

**SCHEDULE OF MARKS**

<b><u>MARK</u></b>	<b><u>REGISTRATION #</u></b>
<b>MCW MASTERS WALLEYE CIRCUIT &amp; Design</b>	1809651
<b>MCW MEANS WALLEYE CONSERVATION</b>	1722688
<b>MASTERS WALLEYE CIRCUIT</b>	1843230
<b>MWC</b>	1837090
<b>WORLD WALLEYE CHAMPIONSHIP</b>	1791139

**DAVIS & GILBERT LLP**  
1740 Broadway  
New York, New York 10019  
Telephone: (212) 468-4800  
Fax: (212) 468-4888

**FACSIMILE COVER PAGE**

**DATE:** June 7, 2002

**TIME:** 2:56 PM

**FAX NUMBER:** 703-306-5995  
**ATTENTION:** Commissioner of Patents and Trademarks / Assignment Division  
**COMPANY:** U.S. Patent and Trademark Office  
**ORIGINATOR:** Jeffrey C. Katz (ams)  
**CLIENT/MATTER NUMBER:** 07848-0003-000  
**RE:** PTO Recordation of Assignment from Wildlife Forever, Inc. to North American Membership Group, Inc.  
**NO. OF PAGES TO FOLLOW:** 4

THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED, AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT, OR THE EMPLOYEE OR AGENT RESPONSIBLE FOR DELIVERING THE MESSAGE TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE, AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE ADDRESS VIA THE U.S. POSTAL SERVICE.

**MESSAGE:**

Please see the attached.

PLEASE TELEPHONE OUR OFFICE SERVICES DEPARTMENT AT (212) 468-4871 IN ANY OF THE FOLLOWING CIRCUMSTANCES:

- 1. THIS MESSAGE CANNOT BE DELIVERED TO ADDRESSEE; OR
- 2. FAULTY TRANSMISSION.

**OPERATOR:** \_\_\_\_\_