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

102311247

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

1. Name of conveying party(ies):

National Trade Publications, Inc.

12-9-02

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State - New York, 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: October 28, 2002

2. Name and address of receiving party(ies)

Name: Ehler Publishing Group, Inc.

Internal Address:

Street Address: 6420 Sycamore Lane N.

City: Maple Grove State: MN 55369

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

OFFICE OF THE COMMISSIONER OF PATENTS AND TRADEMARKS FINANCE SECTION DEC-9 AM 10:11

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,493,678; 2,484,010; 1,862,502; 1,256,854

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:

1900 Avenue of the Stars, Seventh Floor

City: Los Angeles State: CA Zip: 90067

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 3.41) \$115.00

- 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)

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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

Christine Lofgren Signature

December 2, 2002 Date

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

12/12/2002 GT0N11 00000097 2493678

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

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TRADEMARK REEL: 002632 FRAME: 0578

TRADEMARK AND SERVICE MARK ASSIGNMENT

STATE OF NEW YORK)
COUNTY OF ALBANY) SS.:

WHEREAS, NATIONAL TRADE PUBLICATIONS, INC., a corporation organized and existing under the laws of the State of New York with a place of business at 13 Century Hill Drive, Latham, New York 12110, adopted, used and is using, and is the owner of the following trademarks and service marks which were registered in the U.S. Patent & Trademark Office under the registration numbers and on the dates listed below:

Principal Register

BOATING INDUSTRY, STYLIZED

Registration No.: 1,862,502
Issued: November 15, 1994

BOATING INDUSTRY, BLOCK

Registration No.: 1,256,854
Issued: November 8, 1983

Supplemental Register

BOATING INDUSTRY INTERNATIONAL, BLOCK

Registration No.: 2,493,678
Issued: September 25, 2001

BOATING INDUSTRY INTERNATIONAL NEWS DAILY (Service Mark)

Registration No.: 2,484,010
Issued: August 28, 2001

WHEREAS, EHLERT PUBLISHING GROUP, INC., a corporation organized and existing under the laws of the State of Minnesota, with a principal place of business at 6420 Sycamore Lane N., Maple Grove, Minnesota 55369, is desirous of acquiring said trademarks and service marks and the registrations thereof, together with the goodwill of the business connected with the use of, and symbolized by, said trademarks and service marks;

