

Form PTO-1594  
(Rev. 03/01)  
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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):

**Poole Publications, Inc.**

- Individual(s)
- General Partnership
- Corporation-State **California**
- Other \_\_\_\_\_
- 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: **October 13, 2003**

2. Name and address of receiving party(ies)

Name: **Ehler Publishing Group, Inc.**

Internal Address: **6420 Sycamore Lane**

Street Address: \_\_\_\_\_

City: **Maple Grove** State: **Minnesota** Zip: **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

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

A. Trademark Application No.(s)  
**76/441,491**

B. Trademark Registration No.(s)  
**2,629,768; 2,281,754; 2,637,554**

Additional number(s) attached  Yes  No

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

Name: \_\_\_\_\_

Internal Address: \_\_\_\_\_

Street Address: **Jeffer, Mangels, Butler & Marmaro LLP,**

**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)

**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

*Christine L. Lofgren*  
Signature

**12/15/03**

Date

Total number of pages including cover sheet, attachments, and document: 3

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

CH \$115.00 100440 76441491

**ASSIGNMENT OF TRADEMARKS**

**THIS ASSIGNMENT OF TRADEMARKS** is made this 13<sup>th</sup> day of October, 2003, by Poole Publications, Inc. (the "Assignor") to Ehlert Publishing Group, Inc. (the "Assignee").

**WHEREAS**, the Assignor and the Assignee are parties to that certain Asset Purchase Agreement dated as of the date hereof; and

**WHEREAS**, the Assignor is the owner of the trademarks identified on Schedule A attached hereto (the "Trademarks"), which are part of the Publishing Assets (as defined in the Asset Purchase Agreement); and

**WHEREAS**, the Assignor is hereby transferring and assigning to the Assignee the Assignor's entire right, title and interest in and to the Trademarks, including the applications and registrations therefor;

**NOW THEREFORE**, in consideration of the sum of One Dollar (\$1.00) and the consummation of the transactions contemplated under the Asset Purchase Agreement and other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Assignor does sell, assign and transfer unto the Assignee, its successors, assigns or legal representatives, the Assignor's entire right, title and interest in and to the Trademarks, including the applications and registrations, the same to be held by the Assignee, its successors, assigns or legal representatives, as fully and effectively as they would have been held by the Assignor had this sale, assignment and transfer not been made, and the Assignor hereby authorizes the issuance of any and all said registrations for the Trademarks not already issued to the Assignee, its successors, assigns or legal representatives;

**AND** the Assignor, on behalf of itself, its successors, assigns and legal representatives, hereby covenants and agrees, without further consideration, to do all such lawful acts and things and to execute such further lawful assignments, documents, assurances, applications and other instruments as reasonably may be required by the Assignee, its successors, assigns or legal representatives, to obtain any and all registrations for the Trademarks and to vest the same in the Assignee, its successors, assigns or legal representatives.

POOLE PUBLICATIONS, INC.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

*Wiley Poole*  
*WILEY POOLE*  
*VICE-PRESIDENT*

**SCHEDULE "A"****Trademarks**

<u>Mark</u>	<u>U.S. App. No./ Reg. No.</u>
TRAILER BOATS	2,629,768
BASS & WALLEYE BOATS	76/441,491
CAMPING LIFE	2,281,754
SPORTFISHING BOATS	2,637,554