

08-21-2003



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

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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):

Northeast Outdoors, Inc.

8-19-03

- Individual(s)
- General Partnership
- Corporation-State - Connecticut
- 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: August 22, 1996

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

996767

Additional number(s) attached Yes No

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

Name: Christine L. Lofgren

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:

7. Total fee (37 CFR 3.41) \$40.00

- 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 Lofgren
Signature

8/14/03

Date

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

5

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

08/20/2003 GTQ11 00000090 996767

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40.00 DP

TRADEMARK
REEL: 002806 FRAME: 0263

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 August 22, 1996, Woodall Publications Corporation acquired certain assets from Northeast Outdoors, Inc., a Connecticut corporation located at 70 Edwin Avenue, Waterbury, Connecticut 06708, including, without limitation, the trademark NORTHEAST OUTDOORS and the federal trademark registration thereof 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: Aug. 14, 2003

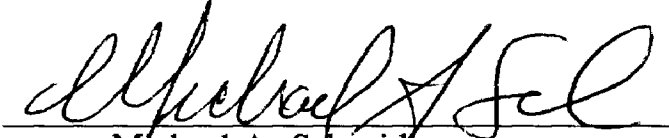

Michael A. Schneider

EXHIBIT "A"

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
NORTH EAST OUT DOORS (Stylized)	996,767	10/29/74

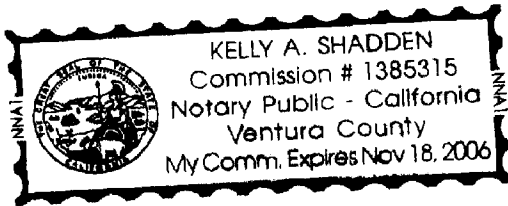
STATE OF CALIFORNIA)
)
COUNTY OF VENTURA)

On Aug. 11, 2003 before me,
Kelly A. Shadden, 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.



Signature of Notary
Kelly A. Shadden

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