

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	Release of Security Interest
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
U.S. Bank National Association, for itself and as agent		08/24/2004	association:

RECEIVING PARTY DATA	
Name:	Ehlert Publishing Group, Inc.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2239859	DREAM DEMO
Registration Number:	2200681	RODE REPORTS
Registration Number:	2127883	ATV MAGAZINE
Registration Number:	2189523	BIG EAST
Registration Number:	1988841	WATERCRAFT WORLD
Registration Number:	1812086	ARCHERY BUSINESS
Registration Number:	1728041	WATERCRAFT WORLD
Registration Number:	1656774	SNOW GOER
Registration Number:	1442574	SNOWMOBILE BUSINESS
Registration Number:	1489265	SNOWMOBILE
Registration Number:	1441630	SNOWMOBILE VACATION GUIDE

CORRESPONDENCE DATA	
Fax Number:	(310)203-0567
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	

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Phone: (310) 203-8080
Email: cl@jmbm.com
Correspondent Name: Jeffer, Mangels, Butler & Marmaro LLP
Address Line 1: 1900 Avenue of the Stars, 7th Floor
Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:

60982-0004

NAME OF SUBMITTER:

Christine L. Lofgren, Esq.

Total Attachments: 4
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RELEASE OF SECURITY INTEREST AND ASSIGNMENT OF TRADEMARKS

NOW ALL MEN BY THESE PRESENTS that U.S. Bank National Association, f/k/a First Bank National Association, a national banking association, for itself and as "Agent" under and for the benefit of the "Banks" as defined in the Credit Agreement dated as of October 11, 1994, as amended by First Amendment to Credit Agreement dated as of November 10, 1994 and by Second Amendment to Credit Agreement and First Amendment to Pledge Agreement and Security Agreement dated as of June 28, 1996 and as amended, restated, or otherwise modified thereafter (hereinafter, collectively, "U.S. Bank"), with a mailing address at 601 Second Avenue South, Minneapolis, Minnesota 55402, for value received and other good and valuable consideration, does hereby:

(a) Release and discharge the security interest created by (i) the Collateral Assignment of Trademarks dated March 6, 1997 and recorded on April 8, 1997 at Reel 1568, Frame 0294 in the U.S. Patent and Trademark Office and (ii) the Security Agreement dated March 6, 1997 (the foregoing two instruments shall be collectively referred to herein as the "Security Agreement") and in particular the security interest in the Trademarks, as defined below (the "Security Interest") granted to it by Ehlert Publishing Group, Inc., a Minnesota corporation ("Ehlert"), with a principal place of business at 64 Inverness Drive East, Englewood, Colorado 80112, the debt and obligations secured by the Security Interest having been paid and satisfied in full;

(b) Sell, assign, and transfer to Ehlert, U.S. Bank's entire right, title and interest in and to all of the trademarks and trade names and the registrations and applications thereof owned by Ehlert prior to, as of, or after the date of the Security Agreement (all of the foregoing items as the same may have been amended pursuant to the terms of the Security Agreement from time to time, being collectively referred to herein as the "Trademarks"), including but not limited to those set forth on Exhibit "A" attached hereto, and including, without limitation, all proceeds thereof together with the right to recover for past, present and future infringements, all rights corresponding thereto throughout the world and all renewals and extensions thereof, together with the goodwill of the business associated with said Trademarks; and

(c) Acknowledge and agree that the Security Agreement is void and of no effect, and is hereby terminated in its entirety.

Ehlert acknowledges, agrees, and consents to the above release of the Security Interest, assignment of the Trademarks to Ehlert, and termination of the Security Agreement.

IN WITNESS WHEREOF, said U.S. Bank has hereunto caused its corporate name to be subscribed and seal affixed by Joseph H. Andersen, its Senior Vice President, thereby authorized, as of this 24th day of August, 2004.

Signed, Sealed and Delivered in the Presence of:

U.S. BANK NATIONAL ASSOCIATION, f/k/a FIRST BANK NATIONAL ASSOCIATION

[Signature]
Witness

By: [Signature]
Print Name: Joseph H. Andersen
Title: Senior Vice President

State of Minnesota
County of Hennepin

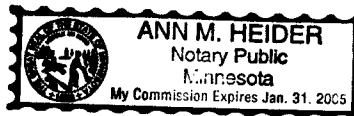
August 24, 2004

Before me personally appeared Joseph H. Andersen of said U.S. Bank National Association, f/k/a First Bank National Association, the signer and sealer of the foregoing instrument, who acknowledged the same to be the free act and deed of said U.S. Bank National Association, f/k/a First Bank National Association.

[Signature]
Print Name: Ann M. Heider
Notary Public
My Commission Expires: 1-31-05

Acknowledged and Agreed:

EHLERT PUBLISHING GROUP, INC.



By: [Signature]
Print Name: ROBERT T. YORK
Title: ASSISTANT SECRETARY
Dated: AUGUST 24, 2004

EXHIBIT "A"**U.S. Trademark Applications/Registrations**

MARK	APP. NO.	REG. NO.	REG. DATE
DREAM DEMO	75/059,978	2,239,859	4/13/99
RODE REPORTS	75/059,493	2,200,681	10/27/98
PWC	74/649,493	1,987,752 (Canceled)	7/16/96
ATV MAGAZINE	74/619,253	2,127,883	1/6/98
BIG EAST	74/487,257	2,189,523	9/15/98
WATERCRAFT WORLD	74/441,819	1,988,841	9/30/93
WATERCRAFT BUSINESS	74/441,705	1,921,262 (Canceled)	9/19/95
SNOWMOBILE VACATION GUIDE	74/288,991	1,797,772 (Canceled)	10/12/93
ARCHERY BUSINESS	74/288,424	1,812,086	12/21/93
SNOWMOBILE BUSINESS	74/288,241	1,818,902 (Canceled)	2/1/94
WATERCRAFT DEALER	74/183,634	1,690,977 (Canceled)	6/2/92
WATERCRAFT WORLD	74/183,633	1,728,041	10/27/92
SNOW GOER	74/015,270	1,656,774	9/10/91
ARCHERY WORLD	73/613,601	1,454,180 (Canceled)	8/25/87
SNOWMOBILE BUSINESS	73/613,600	1,442,574	6/9/87
SNOWMOBILE	73/613,541	1,489,265	5/24/88
SNOW WEEK	73/613,539	1,455,232 (Canceled)	9/1/87
ARCHERY BUSINESS	73/613,265	1,441,631 (Canceled)	6/2/87

MARK	APP. NO.	REG. NO.	REG. DATE
SNOWMOBILE VACATION GUIDE	73/613,263	1,441,630	6/2/87
ARCHERY WORLD BOWHUNTING EQUIPMENT GUIDE	73/613,262	1,454,179 (Canceled)	8/25/87