

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Grand View Media Group, Inc.		09/17/2004	CORPORATION: ALABAMA

RECEIVING PARTY DATA	
Name:	EBSCO Industries, Inc.
Street Address:	5724 Highway 280 East
City:	Birmingham
State/Country:	ALABAMA
Postal Code:	35242
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	1812086	ARCHERY BUSINESS
Registration Number:	2720545	BOW HUNTING WORLD
Registration Number:	1482063	BOWHUNTING GUIDE

CORRESPONDENCE DATA	
Fax Number:	(404)685-7070
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	404-815-3770
Email:	caholland@sgrlaw.com
Correspondent Name:	Christopher A. Holland
Address Line 1:	1230 Peachtree St., NE
Address Line 2:	Promenade II, Suite 3100
Address Line 4:	Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	043802.047
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NAME OF SUBMITTER:	Christopher A. Holland
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Total Attachments: 2  
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## SCHEDULE A

ARCHERY BUSINESS	Reg. No. 1,812,086	Reg. Date 12/21/1993
BOW HUNTING WORLD (Stylized)	Reg. No. 2,720,545	Reg. Date 06/03/2006
BOW HUNTING GUIDE	Reg. No. 1,482,063	Reg. Date 05/22/1988

## ASSIGNMENT OF TRADEMARKS

WHEREAS, Grand View Media Group, Inc. (hereinafter "Grand View"), a corporation formed under the laws of the state of Alabama, with a principal place of business at 3535 Grandview Parkway, Birmingham, AL 35243, has adopted and used the trademarks which are the subject of the U.S. Trademark Registrations listed on Schedule A (the "Marks").

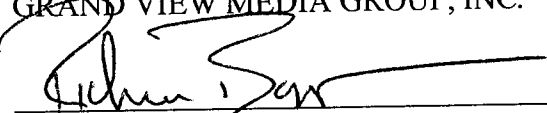
WHEREAS, EBSCO Industries, Inc. (hereinafter "EBSCO"), a corporation formed under the laws of the state of Delaware, with a principal place of business at 5724 Highway 280 East, Birmingham, AL 35223, is desirous of acquiring the Marks and the corresponding federal trademark registrations and goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Grand View does hereby sell, assign and transfer unto EBSCO, for its own use and enjoyment and for the use and enjoyment of its successors and assigns, Grandview's entire worldwide rights, title and interest in and to the Marks and any renewals thereof, together with the goodwill of the business symbolized thereby or otherwise associated with the business conducted in connection with the Marks, and all income, royalties, damages and payments which may hereafter become due or payable in respect thereof, and in and all to all causes of actions (either at law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement, dilution or other unauthorized use or impairment of the rights assigned to EBSCO under this Assignment of Trademarks.

IN WITNESS WHEREOF, Grand View has caused this Assignment of Trademarks to be executed by its duly authorized officer on the 17<sup>th</sup> day of September, 2004.

GRAND VIEW MEDIA GROUP, INC.

By:



Richard L. Bozzelli, Vice President &  
Treasurer of Grand View Media Group, Inc.