

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wells Fargo Bank, National Association	FORMERLY Norwest Business Credit, Inc.	05/09/2006	INC. ASSOCIATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Sportman's Guide, Inc.		
Street Address:	411 Farwell Avenue		
City:	South St. Paul		
State/Country:	MINNESOTA		
Postal Code:	55075		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1436014	THE SPORTSMAN'S GUIDE	
Registration Number:	1864041	THE FUN TO READ CATALOG	
CORRESPONDENCE DATA			
Fax Number:	(937)449-6405		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	937/4496400		
Email:	joseph.schaeff@dinslaw.com		
Correspondent Name:	B. Joseph Schaeff		
Address Line 1:	One Dayton Centre, One South Main Street		
Address Line 2:	Suite 1300		
Address Line 4:	Dayton, OHIO 45402		
ATTORNEY DOCKET NUMBER:	SPU0036/0037TA		
NAME OF SUBMITTER:	B. Joseph Schaeff		
Signature:	/s/B. Joseph Schaeff		

TRADEMARK

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REEL: 003305 FRAME: 0782

OP \$65.00 1436014

Date:

05/10/2006

Total Attachments: 1

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RELEASE OF
TRADEMARK COLLATERAL ASSIGNMENT AGREEMENT

WELLS FARGO BANK, NATIONAL ASSOCIATION, successor in interest to NORWEST BUSINESS CREDIT, INC. ("Bank") hereby confirms the release of, and does hereby release, all right, title and interest of Bank in and to the trademark assigned as collateral to Bank by THE SPORTSMAN'S GUIDE, INC. ("Debtor") and described below, together with any and all rights granted by Debtor to Bank pursuant to that certain Trademark Collateral Assignment Agreement dated as of May 17, 1996.

IN WITNESS WHEREOF, this Release of Trademark Collateral Assignment Agreement has been duly executed as of May 5th, 2006.

U.S. Trademark
Registration Number

Trademark

Registration Date

1436014

THE SPORTSMAN'S
GUIDE and design

April 7, 1987

1864041

THE FUN TO READ
CATALOG

November 22, 1994

WELLS FARGO BANK,
NATIONAL ASSOCIATION

By: [Signature]

Title: Vice President