

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nordskog Publishing, Inc.		12/31/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Ehlert Publishing Group, Inc.		
Street Address:	6420 Sycamore Lane, Suite 100		
City:	Maple Grove		
State/Country:	MINNESOTA		
Postal Code:	53369		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2008722	POWERBOAT	
Registration Number:	2023699	POWERBOAT THE WORLD'S LEADING PERFORMANCE BOATING MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	(310)203-0567		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310.203.8080		
Email:	trademarkdocket@jmbm.com		
Correspondent Name:	Christine L. Lofgren		
Address Line 1:	1900 Avenue of the Stars, 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	60982-1228		
NAME OF SUBMITTER:	Christine L. Lofgren		
Signature:	/christine l. lofgren/		

CH \$65.00 2008722

Date:

09/11/2006

Total Attachments: 3

source=Assign#page1.tif

source=Assign#page2.tif

source=Assign#page3.tif

ASSIGNMENT OF TRADEMARKS/SERVICE MARKS

FOR GOOD AND VALUABLE CONSIDERATION, Nordskog Publishing, Inc., a California corporation, having its principal office at ¹⁵⁵⁹1691 Spinnaker Drive, Suite ^{202B}206 Ventura California 93001 ("Assignor"), hereby assigns and transfers to Ehlert Publishing Group, Inc., a Minnesota corporation, having its principal office at 6420 Sycamore Lane, Suite 100, Maple Grove, Minnesota 53369 ("Assignee"):

- A. All right, title and interest held by Assignor in and to the trademarks and/or service marks listed in Exhibit "A" attached hereto and incorporated herein by this reference, together with the registrations thereof as listed in Exhibit "A" (hereinafter collectively referred to as the "Marks");
- B. The goodwill of the business connected with the use of and symbolized by the Marks; and
- C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in the Assignee's name.

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademarks/Service Marks effective as of December 31, 2005.

NORDSKOG PUBLISHING, INC.,
a California corporation

By: GC Nordskog
Print Name: GERALD L. NORDSKOG
Title: PRESIDENT

EXHIBIT "A"

Trademark	Registration Number	Registration Date
POWERBOAT	2008722	October 15, 1996
POWERBOAT THE WORLD'S LEADING PERFORMANCE BOATING MAGAZINE and Design	2023699	December 17, 1996

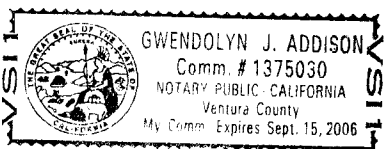
STATE OF CALIFORNIA)
COUNTY OF Ventura)

On Sept. 1, 2006 before me, Gwendolyn J. Addison personally appeared Gerald C. Nordskog,

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.



Gwendolyn J. Addison
Signature of Notary

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): Nordskog Publishing, Inc., a California corporation