

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
Primedia Special Interest Publications Inc.		01/29/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Intermedia Outdoor, Inc.		
Street Address:	405 Lexington Avenue, 48th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10174		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2621036	FLORIDA SPORTSMAN	
Registration Number:	2540509		
Registration Number:	2658660	NORTH AMERICAN WHITETAIL	
Registration Number:	2576151	SHOOTING TIMES	
Registration Number:	2036934	SHOTGUN NEWS	
Registration Number:	2382074	SHOTGUN NEWS	
CORRESPONDENCE DATA			
Fax Number:	(949)451-4220		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-451-3800		
Email:	dsegal@gibsondunn.com		
Correspondent Name:	David A. Segal		
Address Line 1:	4 Park Plaza, 15th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		

CH \$165.00 2621036

ATTORNEY DOCKET NUMBER:	43451-00020
NAME OF SUBMITTER:	David A. Segal
Signature:	/david a. segal/
Date:	02/08/2007
Total Attachments: 5 source=specialinterestassignment#page1.tif source=specialinterestassignment#page2.tif source=specialinterestassignment#page3.tif source=specialinterestassignment#page4.tif source=specialinterestassignment#page5.tif	

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of January 29, 2007, by and among PRIMEDIA SPECIAL INTEREST PUBLICATIONS INC., ("Assignor") and INTERMEDIA OUTDOOR, INC., a Delaware corporation ("Assignee").

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of December 6, 2006, as amended on December 22, 2006 (the "Agreement"), Assignor and certain affiliates of Assignor sold to Assignee assets relating to the Business (as defined in the Agreement);

WHEREAS, Assignor is the owner of certain trademarks used in connection with the Business described on Exhibit A attached hereto (collectively, the "Trademarks"); and

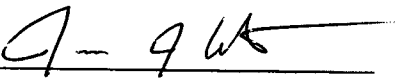
WHEREAS, pursuant to the terms of the Agreement, Assignee has acquired the entire right, title and interest in and to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, their entire right, title and interest in and to the Trademarks, and the right to register the Trademarks, in the United States and throughout the world, any and all goodwill relating thereto and any and all renewals and extensions of any such Trademarks, including but not limited to all causes of action and the right to bring any cause of action relating to any and all previously occurring acts including the rights being assigned and the right to receive and retain the proceeds relating to those causes of action or the settlement of such causes of action. Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full title in and to the Trademarks in the Assignee.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the date first above written.

INTERMEDIA OUTDOOR, INC.

By: 

PRIMEDIA SPECIAL INTEREST PUBLICATIONS INC.

By: _____

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the date first above written.

INTERMEDIA OUTDOOR, INC.

By: _____

PRIMEDIA SPECIAL INTEREST PUBLICATIONS INC.

By:  _____

SCHEDULE A

See Attached Schedule.

Schedule of Marks
PRIMEDIA Special Interest Publications, Inc.

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>App. No.</u>	<u>App Date</u>
FLORIDA SPORTSMAN	2621036	9/17/2002	76/325053	10/12/2001
GAME & FISH LOGO	2540509	2/19/2002	76/300295	8/14/2001
NORTH AMERICAN WHITETAIL & DESIGN	2658660	12/10/2002	76/300149	8/14/2001
SHOOTING TIMES	2576151	6/4/2002	76/316075	9/24/2001
SHOTGUN NEWS	2036934	2/11/1997	75/047549	1/23/1996
SHOTGUN NEWS & DESIGN	2382074	9/5/2000	75/343610	8/19/1997