

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 Enthusiast Publications Inc.		01/29/2007	CORPORATION: PENNSYLVANIA

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: 21

Property Type	Number	Word Mark
Registration Number:	1654229	(F)FISH + (L)LOCATION + (P)PRESENTATION= (S)SUCCESS
Registration Number:	2161357	AQUA-VISION
Registration Number:	2090267	BASS GUIDE
Registration Number:	1130848	BOWHUNTER
Registration Number:	2029380	CATFISH GUIDE
Registration Number:	2485531	CRITICAL CONCEPTS
Registration Number:	2119753	
Registration Number:	1236290	FLY FISHERMAN
Registration Number:	2206569	FLY FISHERMAN'S FLY FISHING TACTICS
Registration Number:	1479595	IN-FISHERMAN
Registration Number:	1478056	IN-FISHERMAN
Registration Number:	2658811	IN-FISHERMAN
Registration Number:	1662310	IN-FISHERMAN

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Registration Number:	1886377	IN-FISHERMAN RADIO
Registration Number:	1699952	PROFESSIONAL WALLEYE TRAIL
Registration Number:	2255216	PWT
Registration Number:	2650871	SHALLOW WATER ANGLER
Registration Number:	2712273	STICKBOW HUNTING
Registration Number:	1878640	THE IN-FISHERMAN WALLEYE GUIDE
Registration Number:	2188642	WALLEYE GUIDE
Registration Number:	1723741	WALLEYE IN-SIDER

CORRESPONDENCE DATA

Fax Number: (949)451-4220
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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

ATTORNEY DOCKET NUMBER:	43451-00020
NAME OF SUBMITTER:	David A. Segal
Signature:	/david a. segal/
Date:	02/08/2007

Total Attachments: 6
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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of January ~~29~~, 2007, by and among PRIMEDIA ENTHUSIAST 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

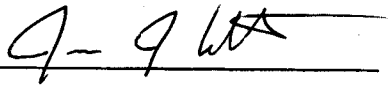
WHEREAS, pursuant to the terms of the Agreement, Assignee has acquired the entire right, title and interest in and to the Trademarks;

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 ENTHUSIAST 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 ENTHUSIAST PUBLICATIONS INC.

By:  _____

SCHEDULE A

See Attached Schedule.

Schedule of Marks
PRIMEDIA Enthusiast Publications, Inc.

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>App. No.</u>	<u>App Date</u>
(F)FISH + (L)LOCATION +(P)PRESENTATION = (S)SUCCESS (Stylized)	1654229	8/20/1991	74/083340	7/30/1990
AQUA-VISION	2161357	6/2/1998	75/166008	9/13/1996
BASS GUIDE	2090267	8/19/1997	75/163589	9/10/1996
BOWHUNTER	1130848	2/12/1980	73/168102	4/26/1978
CATFISH GUIDE	2029380	1/7/1997	74/737188	6/1/1995
CRITICAL CONCEPTS	2485531	9/4/2001	75/424909	1/28/1998
FISH HOOK DESIGN	2119753	12/9/1997	75/208388	11/20/1996
FLY FISHERMAN	1236290	5/3/1983	73/361674	4/26/1982
FLY FISHERMAN'S FLY FISHING TACTICS	2206569	12/1/1998	75/271550	4/8/1997
IN-FISHERMAN	1479595	3/8/1988		
IN-FISHERMAN	1478056	2/23/1988	73/672283	7/16/1987

TRADEMARK

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<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>App. No.</u>	<u>App Date</u>
IN-FISHERMAN	2658811	12/10/2002	76/317238	9/26/2001
IN-FISHERMAN	1662310	10/29/1991	74/116582	11/19/1990
IN-FISHERMAN RADIO	1886377	3/28/1995	74/493891	2/24/1994
PROFESSIONAL WALLEYE TRAIL	1699952	7/7/1992	74/092228	8/29/1990
PWT	2255216	6/22/1999	75/430608	2/9/1998
SHALLOW WATER ANGLER	2650871	11/12/2002	76/333149	11/1/2001
STICKBOW HUNTING	2712273	4/29/2003	76/423216	6/17/2002
THE IN-FISHERMAN WALLEYE GUIDE	1878640	2/14/1995	74/487419	2/7/1994
WALLEYE GUIDE	2188642	9/8/1998	75/305697	6/9/1997
WALLEYE IN-SIDER	1723741	10/13/1992	74/241675	1/30/1992