

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Intermedia Outdoor, Inc.		03/12/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Intermedia Outdoors, 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: 34**

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
Registration Number:	1886377	IN-FISHERMAN RADIO

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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
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
Registration Number:	1207222	GUN DOG
Registration Number:	2522261	GUNS & AMMO
Registration Number:	2723313	HANDGUNS
Registration Number:	1550110	FOOD INSIGHT
Registration Number:	2550109	PETERSEN'S HUNTING
Registration Number:	2550111	PETERSEN'S RIFLE SHOOTER
Registration Number:	2287615	WILDFOWL

**CORRESPONDENCE DATA**

Fax Number: (949)451-4220  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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:	03/15/2007

Total Attachments: 2  
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source=intermedianamechange#page2.tif

# Delaware

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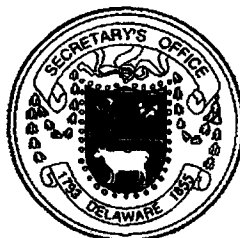
*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "INTERMEDIA OUTDOOR, INC.", CHANGING ITS NAME FROM "INTERMEDIA OUTDOOR, INC." TO "INTERMEDIA OUTDOORS, INC.", FILED IN THIS OFFICE ON THE TWELFTH DAY OF MARCH, A.D. 2007, AT 4:23 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

4258571 8100

070307430



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5500754

DATE: 03-13-07

TRADEMARK

REEL: 003500 FRAME: 0613

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

**FIRST:** That at a meeting of the Board of Directors of \_\_\_\_\_  
InterMedia Outdoor, Inc.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

**RESOLVED**, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered " FIRST " so that, as amended, said Article shall be and read as follows:

The name of the Corporation (the "Corporation") is: InterMedia Outdoors, Inc.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SECOND:** That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

**THIRD:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

**FOURTH:** That the capital of said corporation shall not be reduced under or by reason of said amendment.

**IN WITNESS WHEREOF**, said corporation has caused this certificate to be signed this 12th day of March, 2007.

By: /s/ Mark Coleman  
Authorized Officer  
Title: Secretary

Name: Mark Coleman  
Print or Type