

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Intermedia Outdoor, Inc.		03/12/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Intermedia Outdoors, Inc.		
<b>Street Address:</b>	512 Seventh Avenue		
<b>Internal Address:</b>	11th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2550110	PETERSEN'S BOWHUNTING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)659-1559		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	734-623-1938		
<b>Email:</b>	trademark@dickinsonwright.com		
<b>Correspondent Name:</b>	John C. Nishi		
<b>Address Line 1:</b>	1901 L Street, NW		
<b>Address Line 2:</b>	Suite 800		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>NAME OF SUBMITTER:</b>	John C. Nishi		
<b>Signature:</b>	/John C. Nishi/		
<b>Date:</b>	03/19/2008		

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