

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
Heartland Communications Group, Inc.		01/07/2009	INC. ASSOCIATION: IOWA
RECEIVING PARTY DATA			
Name:	Twin Rivers Media, LLC		
Street Address:	1003 Central Avenue		
City:	Fort Dodge		
State/Country:	IOWA		
Postal Code:	50501		
Entity Type:	LIMITED LIABILITY COMPANY: IOWA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77407121	FAMILY FISH & GAME	
Registration Number:	3271391	P2H	
Registration Number:	3195643	PERMISSION TO HUNT'S ULTIMATE OUTDOORS	
Registration Number:	2884343	PERMISSION TO HUNT	
CORRESPONDENCE DATA			
Fax Number:	(515)288-1338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	515-288-3667		
Email:	patatty@ipmvs.com		
Correspondent Name:	McKee Voorhees & Sease, P.L.C.		
Address Line 1:	801 Grand Ave. Suite 3200		
Address Line 4:	Des Moines, IOWA 50309		
ATTORNEY DOCKET NUMBER:	C071-36 - 3 ASSIGNMENTS		
NAME OF SUBMITTER:	Edmund J. Sease		

CH \$115.00 77407121

Signature:

/Edmund J. Sease/

Date:

02/06/2009

Total Attachments: 2

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**ASSIGNMENT OF REGISTRATION OF MARKS
PERMISSION TO HUNT, PERMISSION TO HUNT'S
ULTIMATE OUTDOORS, P2H AND FAMILY FISH AND GAME**

STATE OF IOWA)
) SS
COUNTY OF Webster)

WHEREAS, Heartland Communications Group, Inc. ("Heartland"), with its principal place of business at 1003 Central Avenue in the City of Fort Dodge, State of Iowa, has adopted, used and is using the mark "Permission to Hunt", which mark was registered with the United States Patent and Trademark Office ("USPTO") on September 14, 2004, and assigned Registration Number 2,884,343 ("Permission to Hunt"); and

WHEREAS, Heartland has adopted, used and is using the mark "Permission to Hunt's Ultimate Outdoors" and logo, which mark was registered with the USPTO on January 9, 2007, and assigned Registration Number 3,195,643("Permission to Hunt's Ultimate Outdoors"); and

WHEREAS, Heartland has adopted, used and is using the mark "P2H", which mark was registered with the USPTO on July 31, 2007, and assigned Registration Number 3,271,391 ("P2H"); and

WHEREAS, Heartland has adopted, used and is using the mark "Family Fish and Game", which mark is pending registration with the USPTO and assigned serial No. 77407121 ("Family Fish and Game" and collectively with Permission to Hunt, Permission to Hunt's Ultimate Outdoors and P2H, the "Marks"); and

WHEREAS, Twin Rivers Media, LLC ("Twin Rivers"), with its principal place of business at 1003 Central Avenue, in the City of Fort Dodge, State of Iowa, is desirous of acquiring the Marks and registrations and pending registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Heartland does hereby assign unto Twin Rivers, all right, title, and interest in and to said Marks, together with the good will of the business in which the Marks are used (or that part of the good will of the business connected with the use of and symbolized by

the Marks):

<u>MARK</u>	<u>REG. NO./SERIAL NO.</u>	<u>REG. DATE</u>
Permission to Hunt	2,884,343	September 14, 2004
Permission to Hunt's Ultimate Outdoors	3,195,643	January 9, 2007
P2H	3,271,391	July 31, 2007
Family Fish and Game	77407121	

ASSIGNOR:

Heartland Communications Group, Inc.

By: Joseph W. Peed
Joseph W. Peed, Chairman

Subscribed and sworn before me this 7th day of January, 2009.

Anacla Klockner
NOTARY PUBLIC IN AND FOR THE
STATE OF IOWA

2-24-10

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