

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
Fladmark Publishing Company		09/15/2009	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Kalmbach Publishing Co.		
Street Address:	21027 Crossroads Circle		
City:	Waukesha		
State/Country:	WISCONSIN		
Postal Code:	53187		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3058997	CABIN LIFE	
Registration Number:	3134292	CABIN LIFE	
Registration Number:	2513470	CABIN LIFE CABIN LIVING	
CORRESPONDENCE DATA			
Fax Number:	(414)297-4900		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-319-7313		
Email:	ptomailmilwaukee@foley.com		
Correspondent Name:	Eric M. Schmalz		
Address Line 1:	Foley & Lardner LLP		
Address Line 2:	777 E. Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202-5306		
ATTORNEY DOCKET NUMBER:	044150-0130		
NAME OF SUBMITTER:	Jill M. Schenk		

OP \$90.00 3058997

900144245

**TRADEMARK
 REEL: 004070 FRAME: 0696**

Signature:	/Jill M. Schenk/
Date:	09/30/2009
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

U.S. TRADEMARK ASSIGNMENT


WHEREAS, Fladmark Publishing Company, a Minnesota corporation (“Assignor”) is the current owner of the trademark registrations and all associated rights listed on the attached Schedule A (the “Marks”); and

WHEREAS, Kalmbach Publishing Co., a Wisconsin corporation (“Assignee”), whose address is 21027 Crossroads Circle, Waukesha, Wisconsin 53187, wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used;

NOW, THEREFORE, in consideration of and in exchange for \$1.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Marks together with the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the date listed below.

Fladmark Publishing Company

By: 

Toni Anne Fladmark-Foster
President

September 15, 2009

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

<u>MARK</u>	<u>REG. NO</u>
CABIN LIFE	3,058,997
CABIN LIFE	3,134,292
CABIN LIFE CABIN LIVING	2,513,470