

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	OPTION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Chester L. Krause		10/05/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Krause Publications, Inc.		
Street Address:	700 East State Street		
City:	Iola		
State/Country:	WISCONSIN		
Postal Code:	54945		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77134660	KRAUSE	
CORRESPONDENCE DATA			
Fax Number:	(414)273-5198		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4142733500		
Email:	bgilpin@gklaw.com		
Correspondent Name:	Brian G. Gilpin		
Address Line 1:	780 North Water Street		
Address Line 2:	Godfrey & Kahn, S.C.		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	070767-0006		
NAME OF SUBMITTER:	Brian G. Gilpin		
Signature:	/bgg/		
Date:	10/15/2009		

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Total Attachments: 1
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**FIRST OPTION TO PURCHASE TRADEMARK
AND TRADEMARK APPLICATION**

I, Chester L. Krause, the Applicant in U.S. Trademark Application Serial Number 77/134,660 for the mark KRAUSE filed March 19, 2007, hereby grant to Krause Publications, Inc. an irrevocable and non-cancelable first option to purchase the subject trademark application, the underlying trademark, and the goodwill associated therewith from me at any time I choose to sell the same, or after my death from my estate or other successor in said trademark, for the agreed sum of \$10.00.

I agree and represent that I have the absolute right to grant this first option to purchase, and have not previously granted any such right to any other person, and I have not sold, transferred, encumbered, licensed, or conveyed the application or the mark, or contracted to do so with any other party. It is agreed that should I decide to sell, assign, transfer, license, or convey the mark, I will first so notify Krause Publications, Inc. in writing, which shall have thirty (30) days time to exercise this option to purchase, or waive their right to do so. It is agreed that during my life time I have no obligation to sell the mark to anyone, and will own, hold, enjoy, and use the mark as I see fit. I am not required to sell the mark during my life time, but this document restricts my right to sell or license the mark to a third party according to the terms hereof.

If I have not previously sold the mark, after my death, Krause Publications, Inc. is hereby given the immediate right to purchase the mark and the application for the agreed sum of \$10.00 by exercising this option. If my estate or other successor in said trademark seeks to sell or assign the mark, my Executor or other responsible party (e.g., trustee if the trademark is held in trust) must first give Krause Publications, Inc. written notice of the same, and allow Krause Publications, Inc. thirty (30) days to exercise its option to purchase the mark, or waive the same.

Upon exercise of this option at any time, I agree to assign all rights in the mark, and the application (including all good will), and upon my death, I hereby instruct my Executor or those administering my estate to do the same, in a form suitable and acceptable to Krause Publications, Inc. upon payment of the agreed price of \$10.00. If Krause Publications, Inc. chooses to waive its option to purchase, it shall sign without compensation a written waiver of its right to purchase in a form acceptable to Mr. Krause, or his Executor.

It is further agreed that this option is fully supported by suitable and sufficient consideration. It is the intent of the parties that this document be recordable with the United States Patent and Trademark Office, and if further documentation is required to allow recordation of this option, it shall be promptly furnished upon request.

Granted:

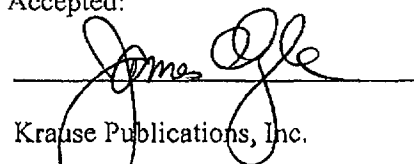


Chester L. Krause

Dated:

10/5/09

Accepted:



Krause Publications, Inc.

Dated:

9-25-09

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