

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bonnier Active Media, Inc.		06/24/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Field & Stream Holdings, LLC		
Street Address:	18 Kings Highway North		
City:	Westport		
State/Country:	CONNECTICUT		
Postal Code:	06880		
Entity Type:	LIMITED LIABILITY COMPANY: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2806776	FIELD & STREAM	
CORRESPONDENCE DATA			
Fax Number:	(212)687-2329		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.338.3572		
Email:	ptomailnewyork@foley.com, jmoskin@foley.com, spippin@foley.com, nalayev@foley.com		
Correspondent Name:	Jonathan E. Moskin/Foley & Lardner LLP		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	096305-0101		
NAME OF SUBMITTER:	Jonathan E. Moskin		
Signature:	/Jonathan E. Moskin/		
Date:	06/24/2010		

OP \$40.00 2806776

Total Attachments: 1
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WHEREAS, **BONNIER ACTIVE MEDIA, INC.**, a corporation organized and existing under and by virtue of the laws of New York and having a place of business at Bonnier Corp, 460 N. Orlando Avenue, Suite 200, Attn: Mia Sykes, Winter Park, Florida 32789, herein below called "Assignor", owns and has used in its business the following trademark and trademark registration:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
FIELD & STREAM	2,806,776	January 20, 2004

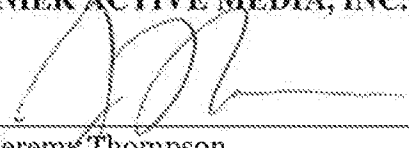
; and

WHEREAS, **FIELD & STREAM HOLDINGS, LLC**, a Limited Liability Company organized and existing under and by virtue of the laws of Connecticut and having a place of business at 18 Kings Highway North, Westport, CT 06880, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said trademark and trademark registration and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said trademark and trademark registration and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

BONNIER ACTIVE MEDIA, INC.

Dated: June 24, 2010

By: 

Jeremy Thompson
Corporate Counsel