

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Conversion from corporation to limited liability company

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Affinity Group, Inc.		03/02/2011	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Affinity Group, LLC
<b>Street Address:</b>	64 Inverness Drive East
<b>City:</b>	Englewood
<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80112
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY:

**PROPERTY NUMBERS Total: 57**

Property Type	Number	Word Mark
Registration Number:	2092635	AFFINITY GROUP, INC.
Registration Number:	3306394	AGI EVENTS
Registration Number:	2045752	AGI
Registration Number:	1851088	AMERICAN RIDER
Registration Number:	3253694	CAMPCLUB USA
Registration Number:	2015238	CARAVENTURE
Registration Number:	1593450	COAST TO COAST
Registration Number:	1594211	COAST TO COAST
Registration Number:	1655776	COAST TO COAST
Registration Number:	2285802	COAST TO COAST
Registration Number:	3599173	COAST TO COAST EST. 1972
Registration Number:	2252816	CSP
Registration Number:	2752043	DREAM GARAGE
Registration Number:	3490104	DREAM. PLAN. GO

CH \$1440.00 2092635

Registration Number:	3096902	DREAM. PLAN. GO
Registration Number:	1871532	GOOD NEIGHBOR PARKS
Registration Number:	2774517	GOOD SAM
Registration Number:	2749223	GOOD SAM CLUB
Registration Number:	2558565	GOOD SAM EMERGENCY ROAD SERVICE
Registration Number:	2503830	
Registration Number:	3149606	GOOD SAM GOLD CIRCLE
Registration Number:	2619442	GOOD SAM RV EMERGENCY ROAD SERVICE
Registration Number:	2424472	HIGHWAYS ONLINE
Registration Number:	1645203	HIGHWAYS THE OFFICIAL PUBLICATION OF THE GOOD SAM CLUB
Registration Number:	3117136	MOTORCYCLING AT ITS BEST
Registration Number:	1895073	MOTORHOME
Registration Number:	2186392	MOTORHOME
Registration Number:	1442575	MOTORHOME
Registration Number:	3923417	RECREATION IN MOTION
Registration Number:	3592907	RECREATION IN MOTION
Registration Number:	3906476	RICHMOND BOAT SHOW
Registration Number:	3906473	RICHMOND CAMPING RV EXPO
Registration Number:	3906475	RICHMOND HOME & GARDEN SHOW
Registration Number:	1107269	RIDER
Registration Number:	3237984	ROADS TO ADVENTURE
Registration Number:	2043024	RV BUSINESS
Registration Number:	1512170	RV BUSINESS
Registration Number:	2183097	RV BUYERS GUIDE
Registration Number:	2338931	RV SEARCH
Registration Number:	2079927	RV SEARCH
Registration Number:	2483849	RV TODAY
Registration Number:	2651351	RV.NET
Registration Number:	3728329	RVHC RV HANDYMAN CLUB
Registration Number:	3291997	RVTRIPSETTER.COM
Registration Number:	0997384	SAMBOREE
Registration Number:	3589262	THE RV HANDYMAN CLUB
Registration Number:	3396642	TOURING RIDER
Registration Number:	1991599	TRAFFIC BUILDERS

Registration Number:	2175450	TRAILER LIFE
Registration Number:	1006079	TRAILER LIFE
Registration Number:	3311577	TRAILER LIFE
Registration Number:	1982678	TRAILER LIFE CAMPGROUNDS, RV PARKS & SERVICES DIRECTORY
Registration Number:	2232129	TRAILER LIFE DIRECTORY
Registration Number:	3000926	TRIP PLUS
Registration Number:	3072753	TRIP POINTS
Registration Number:	2994409	TRIPSETTER
Serial Number:	85129678	DREAM GARAGE

**CORRESPONDENCE DATA**

Fax Number: (310)203-0567  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 310-203-8080  
Email: trademarkdocket@jmbm.com  
Correspondent Name: Bernard R. Gans, Esq.  
Address Line 1: 1900 Avenue of the Stars, 7th Floor  
Address Line 4: Los Angeles, CALIFORNIA 90067-4308

ATTORNEY DOCKET NUMBER:	60982-0004 AFFINITY GROUP
NAME OF SUBMITTER:	Bernard R. Gans
Signature:	/Bernard R. Gans/
Date:	03/24/2011

Total Attachments: 5  
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# Delaware

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*The First State*

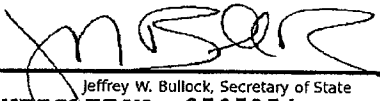
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "AFFINITY GROUP, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "AFFINITY GROUP, INC." TO "AFFINITY GROUP, LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF MARCH, A.D. 2011, AT 1:50 O'CLOCK P.M.

2106241 8100V

110251166

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8595254

DATE: 03-02-11

TRADEMARK  
REEL: 004504 FRAME: 0311

**CERTIFICATE OF CONVERSION  
OF  
AFFINITY GROUP, INC.  
INTO  
AFFINITY GROUP, LLC**

Pursuant to Section 18-214 of the Delaware Limited Liability Company Act, 6 Del. C. § 18-101, et seq., as amended (the "Act"), Affinity Group, Inc., a Delaware corporation (hereinafter referred to as the "Corporation"), elects to be converted into a Delaware limited liability company governed by the Act.

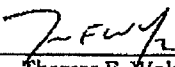
Accordingly, the undersigned certifies as follows:

1. The Corporation was incorporated on November 3, 1986 in the State of Delaware.
2. The name of the Corporation immediately prior to filing this Certificate of Conversion is Affinity Group, Inc.
3. The name of the limited liability company as set forth in the Certificate of Formation is Affinity Group, LLC.
4. The conversion provided for herein shall become effective on the date on which this Certificate of Conversion has been accepted for filing by the Office of the Secretary of State of the State of Delaware.
5. The conversion provided for herein has been approved by the Board of Directors and the sole stockholder of the Corporation pursuant to and in accordance with the provisions of the General Corporation Law of the State of Delaware.

*[Signature page follows]*

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion  
this 2<sup>nd</sup> day of March, 2011.

**AFFINITY GROUP, INC.**

By:   
Name: Thomas F. Wolfe  
Its: Chief Financial Officer

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**TRADEMARK**  
**REEL: 004504 FRAME: 0313**

# Delaware

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*The First State*


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "AFFINITY GROUP, LLC" FILED IN THIS OFFICE ON THE SECOND DAY OF MARCH, A.D. 2011, AT 1:50 O'CLOCK P.M.

2106241 8100V

110251166

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8595254

DATE: 03-02-11

TRADEMARK  
REEL: 004504 FRAME: 0314

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 01:50 PM 03/02/2011  
FILED 01:50 PM 03/02/2011  
SRV 110251166 - 2106241 FILE

**CERTIFICATE OF FORMATION  
OF  
AFFINITY GROUP, LLC**

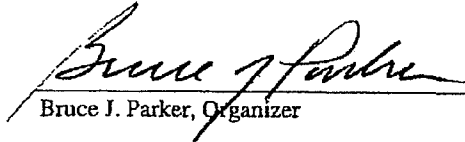
**ARTICLE I**  
**Name**

The name of the limited liability company is Affinity Group, LLC.

**ARTICLE II**  
**Registered Office and Registered Agent**

The address of the registered office of the limited liability company in the State of Delaware is Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801. The name of its registered agent at such address is The Corporation Trust Company.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation this 2nd day of March, 2011.

  
Bruce J. Parker, Organizer

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