

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
FreedomRoads, LLC		09/16/2011	LIMITED LIABILITY COMPANY: MINNESOTA
RECEIVING PARTY DATA			
Name:	CWI, Inc.		
Street Address:	250 Parkway, Suite 270		
City:	Lincolnshire		
State/Country:	ILLINOIS		
Postal Code:	60069		
Entity Type:	CORPORATION: KENTUCKY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85041023	CAMPER'S CHOICE	
CORRESPONDENCE DATA			
Fax Number:	(847)441-0911		
Email:	pto@nealmcdevitt.com, alenz@nealmcdevitt.com, kmcdevitt@nealmcdevitt.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Kevin J. McDevitt		
Address Line 1:	1776 Ash Street		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	61017.0058		
NAME OF SUBMITTER:	Kevin J. McDevitt		
Signature:	/kevin j. mcdevitt/		
Date:	09/16/2011		
Total Attachments: 2 source=Executed Trademark Assignment#page1.tif source=Executed Trademark Assignment#page2.tif			

OP \$40.00 85041023

TRADEMARK ASSIGNMENT

WHEREAS, FreedomRoads, LLC, a Minnesota limited liability company, whose principal place of business is 250 Parkway, Suite 270, Lincolnshire, Illinois 60069 (hereinafter "ASSIGNOR"), represents and warrants that it is the owner of a pending trademark application filed with the U.S. Patent and Trademark Office ("USPTO") for the mark CAMPER'S CHOICE, Application Serial No. 85/041,023, for "retail store and on-line retail store services featuring recreational vehicles, motor homes, campers, travel trailers, fifth wheel trailers and parts thereto; retail store services and on-line retail store services featuring recreational vehicle accessories, camping equipment and supplies; insurance agency and brokerage services; and providing recreational vehicle insurance rate quotes (hereinafter "the Mark and Application").

WHEREAS, CWI, Inc., a Kentucky corporation with its principal place of business at 250 Parkway, Suite 270, Lincolnshire, Illinois 60069 (hereinafter "ASSIGNEE"), desires to acquire the entire right, title and interest in, to and under the Mark and Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee any and all

right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark listed above.

FREEDOMROADS, LLC

Dated: September 16, 2011

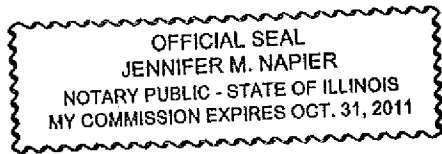
By: *Brent Moody*

Name: Brent Moody

Title: EVP/Chief Administrative & Legal Officer

State of Illinois)
) s.s.
County of Lake)

On this 16th day of September, 2011, before me appeared Brent Moody, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of FreedomRoads, LLC.



Jennifer Napier
Notary Public

My Commission Expires: 10/31/11