

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Target Communications Corporation		11/30/2011	CORPORATION: WISCONSIN

**RECEIVING PARTY DATA**

<b>Name:</b>	Glenn Helgeland
<b>Street Address:</b>	7626 W. Donges Bay Road
<b>City:</b>	Mequon
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53097
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES

<b>Name:</b>	Judith Helgeland
<b>Street Address:</b>	7626 W. Donges Bay Road
<b>City:</b>	Mequon
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53097
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Registration Number:	3069858	WISCONSIN DEER & TURKEY EXPO AND SHOOTING SPORTS SHOW ARCHERY BLACK POWER FIREARMS MADISON
Registration Number:	3164389	MICHIGAN DEER & TURKEY SPECTACULAR & SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS
Registration Number:	3167125	ILLINOIS DEER & TURKEY CLASSIC AND SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS
Registration Number:	3167127	OHIO DEER & TURKEY EXPO AND SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS

OP \$115.00 3069858

CORRESPONDENCE DATA

Fax Number: (414)352-6901  
Phone: 4143527161  
Email: rpieper@schumanpieper.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: Roland L Pieper  
Address Line 1: 5555 N Port Washington Rd  
Address Line 2: 207  
Address Line 4: Glendale, WISCONSIN 53217

NAME OF SUBMITTER:	Roland L. Pieper
Signature:	/Roland L. Pieper/
Date:	11/30/2011

Total Attachments: 3  
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source=assignment agreement#page2.tif  
source=schedule of marks#page1.tif

## ASSIGNMENT AGREEMENT

This ASSIGNMENT AGREEMENT, effective November 30 2011, is made by and between Glenn and Judith Helgeland having a place of business at 7626 W. Donges Bay Road, Mequon, Wisconsin, Ozaukee County, and Target Communications Corporation, a Wisconsin corporation having a place of business at 7626 W. Donges Bay Road, Mequon, Wisconsin, Ozaukee County.

WHEREAS, Target Communications Corporation is the owner of the marks set forth in the attached "Schedule of The Marks" and the goodwill of the business symbolized thereby and associated therewith, which marks were embodied by registration in the United States Patent and Trademark Office (the foregoing collectively referred to as "the Marks");

WHEREAS, Glenn and Judith Helgeland are desirous of acquiring the Marks, and of recording its status as owner of the entire right, title, and interest in and to the Marks;

NOW THEREFORE, for the good and valuable consideration as set forth in a separate agreement between the parties, receipt of which is hereby acknowledged, the parties agree as follows:


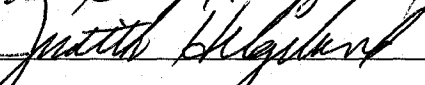
1. Target Communications Corporation does hereby assign, transfer and convey to Glenn and Judith Helgeland all its right, title and interest in and to the Marks, inclusive of the goodwill of the business symbolized by the Marks, and the Trademark Registrations associated therewith as encompassed by the defined term "the Marks", including, but not limited to, using the Marks in Target Communications Corporation trade names and corporate names.

2. Glenn and Judith Helgeland hereby assume all liabilities and obligations in connection with the assignment described in Paragraph 1 hereof, except as otherwise agreed in writing by the parties.

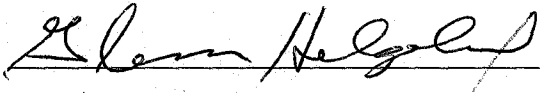
3. Target Communications Corporation agrees to take whatever further action is deemed necessary or appropriate by Glenn and Judith Helgeland to properly and fully effect and perfect the transfer to Glenn and Judith Helgeland of the Marks, to establish full custody of the Marks by Glenn and Judith Helgeland, to set forth and establish the chain of title to the Marks, and to set forth and establish the first use of the Marks. For example, without limitation, Target Communications Corporation agrees to execute assignments to Glenn and Judith Helgeland regarding the Marks as may be required in proceedings throughout the world.

4. This Assignment Agreement shall be governed by the internal laws of the State of Wisconsin, without reference to its conflicts of law principles.

IN WITNESS WHEREOF, the parties have executed this Agreement by and through their properly authorized signatories effective as of the date indicated above.

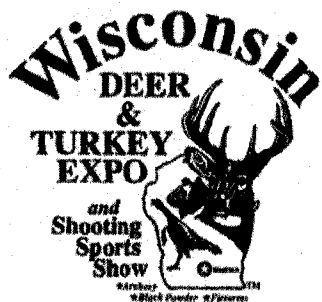
  
  
\_\_\_\_\_  
Glenn and Judith Helgeland

Date: 11/28/11

  
\_\_\_\_\_  
Target Communications Corporation  
by Glenn Helgeland

Date: 11/28/11

SCHEDULE OF MARKS



WISCONSIN DEER & TURKEY EXPO AND SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS MADISON

Registration Number: 3069858  
Registration Date: March 21, 2006



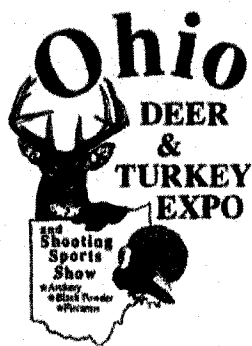
MICHIGAN DEER & TURKEY SPECTACULAR & SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS

Registration Number: 3164389  
Registration Date: October 31, 2006



ILLINOIS DEER & TURKEY CLASSIC AND SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS

Registration Number: 3167125  
Registration Date: November 7, 2006



OHIO DEER & TURKEY EXPO AND SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS

Registration Number: 3167127  
Registration Date: November 7, 2006

TRADEMARK