

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
Glenn Helgeland		12/02/2011	INDIVIDUAL: UNITED STATES
Judith Helgeland		12/02/2011	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Bonnier Active Media, Inc.
Street Address:	460 N. Orlando Ave.
Internal Address:	Suite 200
City:	Winter Park
State/Country:	FLORIDA
Postal Code:	32789
Entity Type:	CORPORATION: FLORIDA

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

CORRESPONDENCE DATA

Fax Number: (407)571-4719
 Phone: 4075714715
 Email: Jeremy.Thompson@bonniercorp.com

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

OP \$115.00 3069858

Correspondent Name: Jeremy Thompson
Address Line 1: 460 N. Orlando Ave.
Address Line 2: Suite 200
Address Line 4: Winter Park, FLORIDA 32789

NAME OF SUBMITTER:

Roland Pieper

Signature:

/Roland L. Pieper/

Date:

12/07/2011

Total Attachments: 3

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ASSIGNMENT AGREEMENT

This ASSIGNMENT AGREEMENT, effective December 2nd 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 Bonnier Active Media, Inc., a New York corporation having a place of business at 460 N. Orlando Avenue, Suite 200, Winter Park, FL 32789.

WHEREAS, Glenn and Judith Helgeland are the owners 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, Bonnier Active Media, Inc. is 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. Glenn and Judith Helgeland do hereby assign, transfer and convey to Bonnier Active Media, Inc. 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 the Glenn and Judith Helgeland trade names and corporate names.
2. Bonnier Active Media, Inc. hereby assumes all liabilities and obligations in connection with the assignment described in Paragraph 1 hereof, except as otherwise agreed in writing by the parties.
3. Glenn and Judith Helgeland agree to take whatever further action is deemed necessary or appropriate by Bonnier Active Media, Inc. to properly and fully effect and perfect the transfer to Bonnier Active Media, Inc. the Marks, to establish full custody of the Marks by Bonnier Active Media, Inc., 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, Glenn and Judith Helgeland agree to execute assignments to Bonnier Active Media, Inc. 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

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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 Helgeland
Judith Helgeland

Glenn and Judith Helgeland

Date: 12-2-2011
12-2-2011

BONNIER ACTIVE MEDIA, INC.

By:

JM

Jeremy M. Thompson
General Counsel

Date: 12-1-2011

SCHEDULE OF MARKS



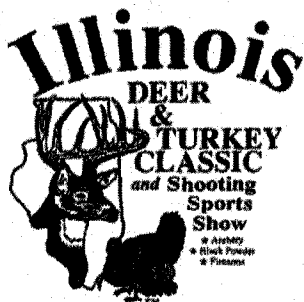
WISCONSIN DEER & TURKEY EXPO AND SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS MADISON

Registration Number: 3069858
Registration Date: March 21, 2006



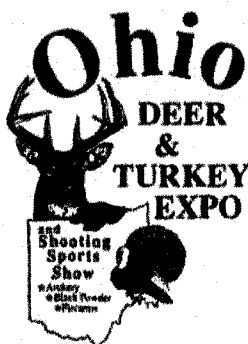
MICHIGAN DEER & TURKEY SPECTACULAR & SHOOTING SPORTS SHOW ARCHERY BLACK POWDER FIREARMS

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