

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM402920

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
F+W Media, Inc.		10/14/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Caribou Media Group, LLC		
<b>Street Address:</b>	224 Kingsbury Grade		
<b>City:</b>	Stateline		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89448		
<b>Entity Type:</b>	Limited Liability Company: NEVADA		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2507066	CARTRIDGES OF THE WORLD	
<b>Registration Number:</b>	3285425	GD	
<b>Registration Number:</b>	2071054	GUN DIGEST	
<b>Registration Number:</b>	3284836	GUN DIGEST	
<b>Registration Number:</b>	2510317	GUNS ILLUSTRATED	
<b>Registration Number:</b>	2420907	GUN KNIFE SHOW CALENDAR	
<b>Registration Number:</b>	2430983	GUN LIST THE INDEXED FIREARMS PAPER	
<b>Registration Number:</b>	3045638	GUNLIST	
<b>Registration Number:</b>	3041103	GUNLIST	
<b>Registration Number:</b>	2781122	HANDLOADER'S DIGEST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7603222107		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	760-322-2275		
<b>Email:</b>	sandoval@sbemp.com		
<b>Correspondent Name:</b>	Simone E. Sandoval		
<b>Address Line 1:</b>	1800 E Tahquitz Canyon Way		
<b>Address Line 4:</b>	Palm Springs, CALIFORNIA 92262		

OP \$265.00 2507066

<b>NAME OF SUBMITTER:</b>	Simone E. Sandoval
<b>SIGNATURE:</b>	/Simone E. Sandoval/
<b>DATE SIGNED:</b>	10/21/2016
<b>Total Attachments: 4</b> source=Trademark Assignment_Recordation#page1.tif source=Trademark Assignment_Recordation#page2.tif source=Trademark Assignment_Recordation#page3.tif source=Trademark Assignment_Recordation#page4.tif	

## **Trademark Assignment**

This TRADEMARK ASSIGNMENT (this "Assignment") is made this 14th day of October, 2016.

WHEREAS, F+W Media, Inc. ("ASSIGNOR"), a Delaware corporation having a place of business at 10151 Carver Road, Blue Ash, Ohio 45242, has adopted and has used the marks shown in Exhibit A attached hereto, subject of Trademark Registrations as noted therein (active and inactive), and has adopted and used certain marks in which it has established common law rights (together, the "Marks");

WHEREAS, ASSIGNOR and Caribou Media Group, LLC ("ASSIGNEE"), a Nevada limited liability company having a place of business at 224 Kingsbury Grade, Stateline, NV 89448, are parties to an Asset Purchase Agreement of even date herewith (the "Asset Purchase Agreement"), pursuant to which the Assignor has agreed to sell to Assignee, and Assignee has agreed to buy from Assignor, the Intellectual Property Assets (as defined in the Asset Purchase Agreement), including without limitation the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, and transfer unto ASSIGNEE the entire right, title, and interest in and to the aforesaid Marks and registrations, together with the good will of the business symbolized by the marks and the registrations therefor, and together with all claims, demands, rights, choses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by ASSIGNEE, for its own use and benefit, and for that of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this sale, assignment, and transfer not been made.

[signature page to follow]

ASSIGNOR:

F+W MEDIA, INC.

By: 

Name: James G. C. O.

Title: CFO

Date: 9/30/16

ASSIGNEE:

CARIBOU MEDIA GROUP, LLC

By: 

Name: Wayne L. Prim, Jr.

Title: President


Date: 10/12/16

TRADEMARK

REEL: 005906 FRAME: 0121

Exhibit A

REGISTERED TRADEMARKS

Trademark	Reg. No.	Goods/Services
CARTRIDGES OF THE WORLD	2,507,066	Publication in the nature of a guide to and catalog of gun cartridges
	3,285,425	Books on the subject of guns
GUN DIGEST	2,071,054	Reference books and other publications, namely, books containing articles and information concerning a single subject; all in the field of guns
GUN DIGEST	3,284,836	Magazines on the subject of guns
GUNS ILLUSTRATED	2,510,317	Publication in the nature of a guide to and catalog of guns and accessories
GUN KNIFE SHOW CALENDAR & Design	2,420,907	Magazines published periodically relating to gun shows and knife show

COMMON LAW TRADEMARKS

MODERN SHOOTER

SELL GUN BOOKS READY AIM BUY

WE KNOW GUNS SO YOU KNOW GUNS

INACTIVE

GUN LIST THE INDEXED FIREARMS PAPER & Design	2,430,983	Magazines published periodically relating to firearms of all types, with an emphasis on collectible pieces, both antique and modern.
GUNLIST	3,045,638	Magazines published periodically relating to

		firearms
GUNLIST & Design	3,041,103	Magazines published periodically relating to firearms
HANDLOADER'S DIGEST	2,781,122	Series of books and guides relating to guns
TACTICAL GEAR MAGAZINE	N/A	Print and digital magazines

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