

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM409771

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bonnier Active Media, Inc.		12/15/2016	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	State Board of the Great Outdoors Colorado Trust Fund		
Street Address:	1900 Grant St., Ste. 725		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80203		
Entity Type:	political subdivision of the State of Colorado: COLORADO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4041194	GENERATION WILD	
Registration Number:	3553167	GENERATION WILD	
CORRESPONDENCE DATA			
Fax Number:	7196943718		
<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>			
Phone:	7194756427		
Email:	docket@hollandhart.com		
Correspondent Name:	Amanda L. Swaim, Holland & Hart LLP		
Address Line 1:	Attn: Trademark Docketing, PO Box 8749		
Address Line 4:	Denver, COLORADO 80201-8749		
NAME OF SUBMITTER:	Amanda L. Swaim		
SIGNATURE:	/Amanda L. Swaim/		
DATE SIGNED:	12/21/2016		
Total Attachments: 2			
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SCHEDULE 2

TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into on December 15, 2016 (the "Effective Date"), by and between **Bonnier Active Media, Inc.** ("Assignor"), a New York corporation, and the **State Board of the Great Outdoors Colorado Trust Fund** ("Assignee"), a political subdivision of the State of Colorado.

WHEREAS, Assignor is the sole owner of the following trademark and the corresponding trademark registrations (collectively, the "Trademark"):

Mark	Goods/Services	Reg. No.
GENERATION WILD	(Int. Cl. 41) Providing a website featuring information about youth hunting, fishing and outdoor sports, and hunting and camping outdoors skills, instructions on introducing youth to the sports, and how-to skills information for getting started and participating in hunting, fishing and outdoor sports; On-line journals, namely, blogs featuring columns about youth hunting, fishing and outdoor sports and survival skills, instructions on introducing youth to the sports, special gear targeted to younger outdoor participants and how-to skills information for getting started and participating in hunting, fishing and outdoor sports.	4041194
GENERATION WILD	(Int. Cl. 16) Magazine columns about youth hunting, fishing and outdoor sports and survival skills, including instructions on introducing youth to the sports, special gear targeted to younger outdoor participants and how-to skills information for getting started and participating in hunting, fishing and outdoor sports.	3553167

WHEREAS, Assignee desires to acquire Assignor's entire right, title and interest in and to the Trademark, and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said Trademark; and

WHEREAS, the Assignor and Assignee are both duly authorized and capable of entering into this Trademark Assignment.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:


The Assignor does hereby sell, assign, transfer and sets over to Assignee, its successors and assigns, all of its right, title and interest in and to the Trademark, including, without limitation, all rights of renewal thereof, together with the goodwill of the businesses associated with and symbolized by the Trademark, and together with the right to sue for past or continuing infringement and to collect all damages or profits for past infringements for its own use and benefits, and the right to sue and recover for any past or continuing contract breaches related to the Trademark.

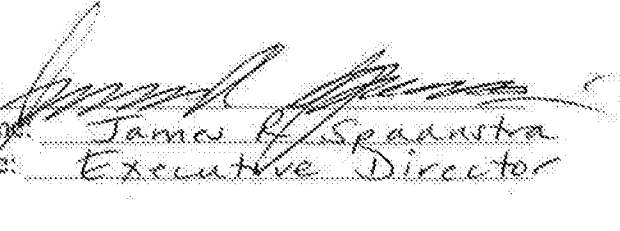
The Assignor authorizes the United States Patent and Trademark Office and any other applicable jurisdictions to record the transfer of the registration of the Trademark to Assignee as recipient of Assignor's entire right, title and interest therein.

IN WITNESS hereof, Assignor and Assignee have executed this Trademark Assignment as of the Effective Date.

Assignor: Bonnier Active Media, Inc.

Assignee: State Board of the Great
Outdoors Colorado Trust Fund

By: 
Name: Elizabeth Murphy
Title: CEO, Bonnier

By: 
Name: James R. Spaanstra
Title: Executive Director