TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM611673

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 Corporation		10/02/2020	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Camden Media, Inc.
Street Address:	701 Brickell Avenue
Internal Address:	Suite 1550
City:	Miami
State/Country:	FLORIDA
Postal Code:	33131
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 79

Property Type	Number	Word Mark
Serial Number:	74142272	BEST OF WHAT'S NEW
Serial Number:	77164838	BIG BUCK ZONE
Serial Number:	78372405	BRILLIANT 10
Serial Number:	85174626	DEER OF THE YEAR
Serial Number:	85665043	FIELD & STREAM
Serial Number:	77043362	FIELD & STREAM
Serial Number:	78261628	FIELD & STREAM
Serial Number:	78244024	FIELD & STREAM
Serial Number:	78594615	FIELD & STREAM
Serial Number:	75032274	FIELD & STREAM
Serial Number:	78321605	FIELD & STREAM
Serial Number:	73563350	FIELD & STREAM
Serial Number:	73456818	FIELD & STREAM
Serial Number:	76357030	FIELD & STREAM BEST OF THE BEST AWARDS
Serial Number:	76362951	FIELD & STREAM BEST OF THE BEST AWARDS
Serial Number:	85320221	HOOK SHOTS
Serial Number:	77412552	MEGAPIXELS
Serial Number:	78784565	MENTOR SERIES

TRADEMARK

REEL: 007119 FRAME: 0567 900582977

Property Type	Number	Word Mark
Serial Number:	77153024	MENTOR SERIES WORLDWIDE PHOTO TREKS
Serial Number:	87069212	OL
Serial Number:	88004207	OL 1898
Serial Number:	88475428	OLN
Serial Number:	76461583	OUTDOOR LIFE
Serial Number:	85674264	OUTDOOR LIFE
Serial Number:	85825427	OUTDOOR LIFE
Serial Number:	85979886	OUTDOOR LIFE
Serial Number:	86115212	OUTDOOR LIFE
Serial Number:	86164690	OUTDOOR LIFE
Serial Number:	85556044	OUTDOOR LIFE
Serial Number:	86924551	OUTDOOR LIFE
Serial Number:	86924555	OUTDOOR LIFE
Serial Number:	86979604	OUTDOOR LIFE
Serial Number:	74475281	OUTDOOR LIFE
Serial Number:	75096914	OUTDOOR LIFE
Serial Number:	75096913	OUTDOOR LIFE
Serial Number:	75416434	OUTDOOR LIFE
Serial Number:	75978729	OUTDOOR LIFE
Serial Number:	73006360	OUTDOOR LIFE
Serial Number:	78312317	OUTDOOR LIFE
Serial Number:	76398312	OUTDOOR LIFE
Serial Number:	75096912	OUTDOOR LIFE
Serial Number:	88572735	OUTDOOR LIFE
Serial Number:	88672408	OUTDOOR LIFE
Serial Number:	88673452	OUTDOOR LIFE
Serial Number:	88726060	OUTDOOR LIFE
Serial Number:	88726077	OUTDOOR LIFE
Serial Number:	88853964	OUTDOOR LIFE
Serial Number:	88573000	OUTDOOR LIFE 20/20
Serial Number:	88472587	OUTDOOR LIFE NETWORK
Serial Number:	77175401	POPSCI.COM
Serial Number:	75732583	POPULAR SCIENCE
Serial Number:	86906375	POPULAR SCIENCE
Serial Number:	78289371	POPULAR SCIENCE
Serial Number:	78289369	POPULAR SCIENCE
Serial Number:	76462054	POPULAR SCIENCE
Serial Number:	78371540	POPULAR SCIENCE
		TOADEMADIA

Property Type	Number	Word Mark
Serial Number:	71700749	POPULAR SCIENCE
Serial Number:	88176926	POPULAR SCIENCE
Serial Number:	86556807	RANGE365
Serial Number:	88212724	SAVEUR
Serial Number:	85552311	SAVEUR SELECTS
Serial Number:	87044455	SAVEUR SELECTS
Serial Number:	88212708	SAVEUR SELECTS
Serial Number:	88373822	SAVEUR SELECTS
Serial Number:	88537107	SAVEUR SELECTS
Serial Number:	88679034	SAVEUR SELECTS
Serial Number:	85296182	RUT REPORTERS
Serial Number:	88004187	OL 1898
Serial Number:	78682628	POPULAR SCIENCE THE FUTURE NOW
Serial Number:	75732584	THE BEST OF WHAT'S NEW
Serial Number:	85975283	GUN NUTS
Serial Number:	77406450	THE GUN SHOTS
Serial Number:	78378684	THE SOURCE FOR HUNTING AND FISHING ADVEN
Serial Number:	88404129	THE WEIRDEST THING I LEARNED THIS WEEK
Serial Number:	78372421	THE WORLD'S LEADING OUTDOOR MAGAZINE
Serial Number:	78891756	TOTAL OUTDOORSMAN CHALLENGE
Serial Number:	85293013	TOTAL OUTDOORSMAN CHALLENGE
Serial Number:	73091874	WHAT'S NEW
Serial Number:	77406427	GONE FISHIN'

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 12156607600100

Email: stephan@baileyduquette.com

Correspondent Name: Stephan Matanovic Address Line 1: 21 S. 11th Street

Address Line 2: 2nd Floor

Address Line 4: Philadelphia, PENNSYLVANIA 19107

NAME OF SUBMITTER:	Stephan Matanovic	
SIGNATURE:	/Stephan Matanovic/	
DATE SIGNED:	12/01/2020	

Total Attachments: 13

source=Baltimore - Trademark and Domain Name Assignment Agreement#page1.tif

source=Baltimore - Trademark and Domain Name Assignment Agreement#page2.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page3.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page4.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page5.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page6.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page7.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page8.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page9.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page10.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page11.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page12.tif
source=Baltimore - Trademark and Domain Name Assignment Agreement#page13.tif

TRADEMARK AND DOMAIN NAME ASSIGNMENT AGREEMENT

This Trademark and Domain Name Assignment Agreement (this "Agreement"), dated as of October 2, 2020 (the "Effective Date") is entered into between Bonnier Corporation, a Delaware corporation (the "SELLER"), and Camden Media Inc., a Delaware corporation (the "BUYER"). SELLER and BUYER are collectively referred to as the "Parties", and each individually as a "Party".

Recitals

WHEREAS, SELLER is engaged in the print and digital publication of independent special-interest and enthusiast consumer magazines under the brands "Popular Science," "Field & Stream," "Outdoor Life," "Saveur," "Shot Business," "Popular Photography," "Range365," "Interesting Things," and "Better You" (collectively, the "Business," and each individually a "Brand");

WHEREAS, pursuant to the Asset Purchase Agreement between SELLER and BUYER dated as of the Effective Date ("Asset Purchase Agreement"), SELLER wishes to sell, assign, transfer, convey and deliver to BUYER, and BUYER wishes to purchase, acquire and assume from SELLER, all of SELLER'S right, title and interest in all Intellectual Property Rights that are used or held for use by SELLER in the operation of the Business, including without limitation, the Trademarks, Domain Names, and all rights and obligations under the Trademark License Agreement, subject to the terms and conditions set forth herein.

NOW, THEREFORE, in consideration of the mutual covenants and undertakings contained in this Agreement, the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and adequacy of which is acknowledged, the Parties agree as follows:

- 1. **Definitions.** In this Agreement the following capitalized terms shall have the meanings specified in this Section 1. Capitalized terms not defined herein shall have those meanings set forth in the Asset Purchase Agreement.
 - 1.1. "**Domain Names**" shall mean any and all Internet domain names owned by SELLER and used or held for use in the Business, including without limitation, those listed on <u>Exhibit 1</u>.
 - 1.2. "Trademarks" shall mean any and all trademarks, trade names, logos, service marks, trade dress, emblems, certification marks, collective marks, signs, insignia, slogans, corporate names, DBAs, Social Media Account Names, other similar designations of source or origin and general intangibles of like nature, together with all of the goodwill symbolized by or associated with any of the foregoing owned by SELLER and used or held for use in the Business, including without limitation, those listed on Exhibit 2.
 - 1.3. "Trademark License Agreement" means that certain Amended and Restated License Agreement, dated April 24, 1996, between Editions Hubert Burda Media, SAS (as successor-in-interest to Publications Bonnier SNC) and World Publications LLC (as successor-in-interest to Meigher Communications L.P.)

1

2. Assignment and Assumption.

- 2.1. SELLER hereby sells, transfers, conveys and assigns to BUYER, free and clear of all Encumbrances other than Permitted Encumbrances, all of its right, title and interest in and to the Trademarks and Domain Names, including without limitation: (i) all goodwill associated with the Business symbolized by the Trademarks and Domain Names; (ii) any rights and claims (whether known or unknown, contingent or accrued) against third parties, and all rights to recover damages and/or profits for any and all past or present infringement, misappropriation, dilution or other violation of the Trademarks and Domain Names. SELLER also assigns to BUYER, and BUYER hereby accepts and assumes, all SELLER's rights and obligations under the Trademark License Agreement.
- 2.2. SELLER, without further consideration and at its sole expense, shall execute all documents, papers, forms and authorizations, and perform all actions reasonably necessary to effectuate the transfer of ownership and control of the Domain Names to BUYER, including without limitation arranging for the Domain Names to be unlocked by SELLER's registrar (or registrars) in preparation for their transfer to BUYER and providing BUYER with the authorization codes that BUYER may need to initiate the transfer of the Domain Names to BUYER, to enable BUYER to register the Domain Names in the name of BUYER with the domain name registry of BUYER's choosing.
- 3. **Recordals**. SELLER does hereby authorize the United States Patent and Trademark Office and any other trademark office or similar comparable agency, office, register or registrar in any country or jurisdiction, to record BUYER as the owner of the Trademarks in accordance with the terms of this Agreement, and to issue any such registration, certificate or document in such country or jurisdiction in the name and for the benefit of BUYER. SELLER further hereby authorizes the current registrar of each Domain Name to transfer the ownership and control of such Domain Name to BUYER.
- 4. **Further Assurances**. SELLER agrees, without further consideration and at SELLER's sole expense, to provide cooperation and assistance to BUYER and its successors, assigns and legal representatives, and perform upon written request any and all lawful acts (including timely executing, or causing those under its direct control to timely execute, any and all documents) that may be reasonably necessary to record the assignment and transfer of the Trademarks with the United States Patent and Trademark Office and any other trademark or office or similar comparable agency, office, register or registrar in any country or jurisdiction.
- 5. **Notices**. All notices given pursuant to this Agreement shall be in writing and (a) delivered personally or by email (except with respect to any service of process); (b) delivered or mailed by registered or certified mail, postage prepaid; or (c) sent by a nationally recognized overnight delivery or courier service, with delivery charges prepaid, and proof of delivery or receipt requested, as follows:

Notices to Buyer:

North Equity Consulting LLC 701 Brickell Avenue, Suite 1550

Miami, FL 33131

Attention: Andrew Perlman Telephone: (917) 794-4466

Email:

with a copy to (which will not constitute notice):

Baker & McKenzie LLP 452 Fifth Avenue New York, NY 10018 Attention: Nick Marchica Telephone: (212) 626-4426

Email: nick.marchica@bakermckenzie.com

Notices to Seller:

Bonnier Corporation 480 N. Orlando Ave., Suite 236 Winter Park, Florida 32789 Attn: Jeremy Thompson, General Counsel

Email: Jeremy.thompson@bonniercorp.com

with a copy to (which will not constitute notice):

Breslow & Walker, LLP 767 Third Avenue New York, New York 10017

Attn: Joel Walker

Telephone: (212) 832-1930

Email: jwalker@breslowwalker.com

6. Choice of Law; Choice of Forum. This Agreement shall be governed by and construed in accordance with the internal laws of the State of New York without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction) that would cause the application of laws of any other jurisdiction. The Parties each irrevocably submit to the exclusive jurisdiction of the federal courts of the United States of America or the courts of the State of New York in each case located in the City of New York and county of New York. The Parties irrevocably and unconditionally waive any objection to the laying of venue of any suit, action or any proceeding in such courts and irrevocably waive and agree not to plead or claim in any such court that any such suit, action or proceeding brought in any such court has been brought in an inconvenient forum. EACH PARTY IRREVOCABLY AND UNCONDITIONALLY WAIVES ANY RIGHT IT MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY LEGAL ACTION ARISING OUT OF OR RELATING TO THIS AGREEMENT OR THE TRANSACTIONS CONTEMPLATED HEREBY.

- 7. **No Construction**. The Parties have participated jointly in the negotiation and drafting of this Agreement, and in the event an ambiguity or question of intent or interpretation arises, this Agreement shall be construed as if drafted jointly by the Parties, and no presumption or burden of proof shall arise favoring or disfavoring any Party by virtue of the authorship of any provisions of this Agreement.
- 8. **Agreement**: **Amendment**. This Agreement shall be binding upon and inure to the benefit of SELLER, BUYER and their respective successors and assigns. This Agreement may only be amended, supplemented or modified, and any of the terms, covenants, representations, warranties or conditions may only be waived, by a written amendment executed by both Parties, or in the case of a waiver, by the Party waiving compliance.
- 9. **Severability**. If any provision of this Agreement or the application of any such provision to any person, entity or circumstance is held invalid, illegal or unenforceable in any respect by a court of competent jurisdiction, such invalidity, illegality or unenforceability shall not affect any other provision of this Agreement or the application of such provision to any other persons, entities or circumstances and, to the extent permissible under applicable law, any such invalid, illegal or unenforceable provision shall be deemed amended lawfully to conform with the intent of the Parties
- 10. **Counterparts**. This Agreement may be executed in one or more counterparts, each of which when executed and delivered shall be deemed to be an original and all of which counterparts taken together shall constitute one and the same instrument. A signed copy of this Agreement delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

[remainder of page intentionally left blank; signature page follows]

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed as of the Effective Date by their respective representatives thereunto duly authorized.

SELLER:

BONNIER CORPORATION

By: Jermy Description

Name: Jermy Description

Title: February

BUYER:

CAMDEN MEDIA INC.

By: ______ Name: Title:

SELLER:				
BONNIER CORPORATION				
By: Name: Title:				
BUYER:				
CAMDEN MEDIA INC.				
By: Name: Title:				

Exhibit 1

Trademarks

Jurisdiction	Trademark	Application No.	Registration No.
Australia	OUTDOOR LIFE	261649	261649
Australia	POPULAR	261650	261650
	SCIENCE		
Australia	POPULAR	2083651	
	SCIENCE		
Canada	OUTDOOR LIFE	2000439	
Canada	POPULAR	TMA199686	TMA199686
~ .	SCIENCE	10000	
Canada	POPULAR	1996810	
~ .	SCIENCE		
Canada	SAVEUR	1506811	TMA831339
Canada	FIELD & STREAM	381727	TMA258491
Canada	FIELD & STREAM	489730	TMA303201
	Design		
Canada	Fish & Goose Design	745255	TMA481918
Canada	OLN & Design	1186481	TMA670475
Canada	OUTDOOR LIFE	897659	TMA628339
Canada	OUTDOOR LIFE	1986597	
Canada	OUTDOOR LIFE	1986598	
Canada	OUTDOOR LIFE	1986600	
Canada	OUTDOOR LIFE	782707	TMA527766
Canada	OUTDOOR LIFE	782710	TMA512594
Canada	OUTDOOR LIFE	782711	TMA512592
Canada	OUTDOOR LIFE	782712	TMA495322
Canada	OUTDOOR LIFE	800979	TMA506860
Canada	OUTDOOR LIFE	1994178	
Canada	SAVEUR SELECTS	2000441	
China	POPULAR	3470867	3470867
	SCIENCE		
China	POPULAR	3470872	3470872
	SCIENCE		
China	POPULAR	4473521	4473521
	SCIENCE (and		
	Simplified Chinese		
	Characters design)		
China	POPULAR	4473519	4473519
	SCIENCE (literally		
	TECHNOLOGY		

(Exhibit 1 to Trademark and Domain Name Assignment Agreement)

Jurisdiction	Trademark	Application No.	Registration No.
	NEW TIMES in		
	Simplified Chinese		
	Characters design)		
China	SAVEUR SELECTS	44968127	
China	SAVEUR SELECTS	44959099	
China	SAVEUR SELECTS	44970146	
EU	FIELD & STREAM	3108339	3108339
EU	OUTDOOR LIFE	3108313	3108313
EU	POPULAR	859348	859348
	SCIENCE		
EU	POPULAR	18229509	
	SCIENCE		
Hong Kong	POPULAR	2000B09324	2000B09324
	SCIENCE		
India	POPULAR	763944	763944
	SCIENCE		
Iran	MADA POPULAR	126978	126978
Iran	POPULAR	126728	126728
	SCIENCE		
Korea	POPULAR	502010000007524	40-0462998
	SCIENCE		
Malaysia	POPULAR	2002012483	2012483
	SCIENCE		
Mexico	OUTDOOR LIFE	2268362	2082937
Mexico	OUTDOOR LIFE	2268364	2082176
Mexico	OUTDOOR LIFE	2268366	2082177
Mexico	OUTDOOR LIFE	2304130	
Mexico	OUTDOOR LIFE	2304126	
Mexico	OUTDOOR LIFE	2304128	
Mexico	POPULAR		859127
	SCIENCE		
Mexico	POPULAR	2351732	
	SCIENCE	110071170010	1.50.1005
Mexico	SAVEUR SELECTS	119851453243	1524287
Mexico	SAVEUR SELECTS	119851453218	1450834
Mexico	SAVEUR SELECTS	119851453215	1456739
Mexico	SAVEUR SELECTS	119851453224	1449706
Mexico	SAVEUR SELECTS	119851453235	1449708
Mexico	SAVEUR SELECTS	119851453228	1449707
Singapore	POPULAR	40202008311V	
	SCIENCE		
Turkey	POPULAR	201219203	201219203
	SCIENCE		

(Exhibit 1 to Trademark and Domain Name Assignment Agreement)

Jurisdiction	Trademark	Application No.	Registration No.
UK	POPULAR	UK00003483898	
	SCIENCE		
UK	POPULAR	UK00002184369	UK00002184369
	SCIENCE		
US	BEST OF WHAT'S	74/142,272	1,720,167
	NEW		
US	BIG BUCK ZONE	77/164,838	3,524,957
US	BRILLIANT 10	78/372,405	3,074,456
US	DEER OF THE	85/174,626	3,976,180
	YEAR		
US	FIELD & STREAM	85/665,043	4,419,546
US	FIELD & STREAM	77/043,362	3,259,894
US	FIELD & STREAM	78/261,628	2,797,951
US	FIELD & STREAM	78/244,024	2,800,534
US	FIELD & STREAM	78/594,615	3,068,165
US	FIELD & STREAM	75/032,274	2,006,410
US	FIELD & STREAM	78/321,605	2,897,452
US	FIELD & STREAM	73/563,350	1,406,708
US	FIELD & STREAM	73/456,818	1,301,639
US	FIELD & STREAM	76/357,030	2,878,280
	BEST OF THE		
	BEST AWARDS		
US	FIELD & STREAM	76/362,951	2,878,285
	BEST OF THE		
	BEST AWARDS		
US	HOOK SHOTS	85/320,221	4,076,774
US	MEGAPIXELS	77/412,552	3,523,743
US	MENTOR SERIES	78/784,565	3,369,246
US	MENTOR SERIES	77/153,024	3,559,523
	WORLDWIDE		
***	PHOTO TREKS	05/0/00010	5 110 115
US	OL OL 1999	87/069,212	5,119,445
US	OL 1898	88/004,207	
US	OLN	88/475,428	2 777 004
US	OUTDOOR LIFE	76/461,583	2,775,094
US	OUTDOOR LIFE	85/674,264	4,576,422
US	OUTDOOR LIFE	85/825,427	4,522,966
US	OUTDOOR LIFE	85/979,886	4,419,963
US	OUTDOOR LIFE	86/115,212	4,650,337
US	OUTDOOR LIFE	86/164,690	4,701,137
US	OUTDOOR LIFE	85/556,044	4,712,799
US	OUTDOOR LIFE	86/924,551	5,903,468
US	OUTDOOR LIFE	86/924,555	5,903,469

(Exhibit 1 to Trademark and Domain Name Assignment Agreement)

Jurisdiction	Trademark	Application No.	Registration No.
US	OUTDOOR LIFE	86/979,604	5,051,426
US	OUTDOOR LIFE	74/475,281	2,160,725
US	OUTDOOR LIFE	75/096,914	2,173,509
US	OUTDOOR LIFE	75/096,913	2,249,941
US	OUTDOOR LIFE	75/416,434	2,284,677
US	OUTDOOR LIFE	75/978,729	2,286,773
US	OUTDOOR LIFE	73/006,360	1,002,765
US	OUTDOOR LIFE	78/312,317	2,931,982
US	OUTDOOR LIFE	76/398,312	2,780,468
US	OUTDOOR LIFE	75/096,912	2,173,508
US	OUTDOOR LIFE	88/572,735	
US	OUTDOOR LIFE	88/672,408	
US	OUTDOOR LIFE	88/673,452	
US	OUTDOOR LIFE	88/726,060	
US	OUTDOOR LIFE	88/726,077	
US	OUTDOOR LIFE	88/853,964	
US	OUTDOOR LIFE	88/573,000	
	20/20		
US	OUTDOOR LIFE	88/472,587	
	NETWORK		
US	POPSCI.COM	77/175,401	3,452,300
US	POPULAR	75/732,583	2,366,226
	SCIENCE		
US	POPULAR	86/906,375	5,196,770
	SCIENCE		
US	POPULAR	78/289,371	3,392,721
	SCIENCE		
US	POPULAR	78/289,369	3,659,318
110	SCIENCE	56/460 054	2.770.202
US	POPULAR	76/462,054	2,779,282
LIC	SCIENCE	79/271 540	2.074.455
US	POPULAR SCIENCE	78/371,540	3,074,455
US	POPULAR	71/700,749	636,827
0.5	SCIENCE	71/700,749	030,827
US	POPULAR	88/176,926	
	SCIENCE	00/170,320	
US	RANGE365	86/556,807	4,979,228
US	SAVEUR	88/212,724	1,272,440
US	SAVEUR SELECTS	85/552,311	4,983,382
US	SAVEUR SELECTS	87/044,455	5,272,350
US	SAVEUR SELECTS	88/212,708	5,272,550
US	SAVEUR SELECTS SAVEUR SELECTS	1956183	
	BAVEOR SELECTS	1730103	

(Exhibit 1 to Trademark and Domain Name Assignment Agreement)

Jurisdiction	Trademark	Application No.	Registration No.
US	SAVEUR SELECTS	88/373,822	
US	SAVEUR SELECTS	88/537,107	
US	SAVEUR SELECTS	88/679,034	
US	RUT REPORTERS	85/296,182	4,180,981
US	OL 1898	88/004,187	5,824,406
US	POPULAR SCIENCE THE FUTURE NOW	78/682,628	3,231,383
US	THE BEST OF WHAT'S NEW	75/732,584	2,333,237
US	THE GUN NUTS	85/975,283	4,014,034
US	THE GUN SHOTS	77/406,450	3,501,742
US	THE SOURCE FOR HUNTING AND FISHING ADVENTURE	78/378,684	3,074,467
US	THE WEIRDEST THING I LEARNED THIS WEEK	88/404,129	5,942,375
US	THE WORLD'S LEADING OUTDOOR MAGAZINE	78/372,421	2,924,576
US	TOTAL OUTDOORSMAN CHALLENGE	78/891,756	3,286,200
US	TOTAL OUTDOORSMAN CHALLENGE	85/293,013	4,042,167
US	WHAT'S NEW	73/091,874	1,069,824
US	WISCONSIN DEER & TURKEY EXPO AND SHOOTING SPORTS SHOW ARCHERY BLACK POWER FIREARMS MADISON	76/613,719	3,069,858
US	GONE FISHIN'	77/406,427	3,495,879

Exhibit 2

Domain Names

Domain Name	Registrar	
guidelifecamping.com	Gandi	
guidelifecollection.com	Gandi	
guidelifegear.com	Gandi	
guidelifeinfo.com	Gandi	
olguide.life	Gandi	
olguidelife.com	Gandi	
saveurselects.com	Gandi	
saveurselectsbrand.com	Gandi	
betteryoumag.com	Gandi	
craypop.com	GoDaddy	
interestingthings.com	Gandi	
yofacts.com	GoDaddy	
everydutyheroes.com	Gandi	
<u>fieldandstream.com</u>	Gandi	
fieldandstreammag.com	Gandi	
<u>fieldandstreammagazine.com</u>	Gandi	
fieldnstream.com	Gandi	
<u>fieldstreammag.com</u>	Gandi	
outdoorexplorer.com	Gandi	
outdoorlife.com	Gandi	
outdoorlifemag.com	Gandi	
outdoorlifemagazine.com	Gandi	
outdoorlifenetwork.com	Gandi	
outdoorlifeonline.com	Gandi	
outdoorlifeu.com	Gandi	
outdoorsportsrehab.com	Gandi	
range365.com	Gandi	
steeltoreel.com	Gandi	
thegunshots.com	Gandi	
theoutdoorlife.com	Gandi	
theoutdoorlifenetwork.com	Gandi	
theruckout.com	Gandi	
totaloutdoorsmanchallenge.com	Gandi	
saveur com	Gandi	
saveur100.com	Gandi	
saveurcooks.com	Gandi	
saveurkitchen.com	Gandi	
<u>saveurmag.com</u>	Gandi	

(Exhibit 2 to Trademark and Domain Name Assignment Agreement)

Domain Name	Registrar	
saveurmagazine.com	Gandi	
saveurmarket.com	Gandi	
saveuroffers.com	Gandi	
saveurshop.com	Gandi	
americanphotomag.com	Gandi	
bestofwhatisnew.com	Gandi	
mentorseries.com	Gandi	
popphoto.com	Gandi	
popphoto.us	Gandi	
pops.ci	101Domains	
<u>popsci.ae</u>	101Domains	
popsci.com	Gandi	
popsci.dev	Gandi	
<u>popsci in</u>	Gandi	
popscimag.com	Gandi	
popsciuk.com	Gandi	
popularphotography.com	Gandi	
popularscience.com	Gandi	
popularsciencemagazine.com	Gandi	
scientifiglee.com	Gandi	

RECORDED: 12/01/2020