

08-03-1999

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IEET

Docket No.:

LY

18898.89



Tab settings

To the Honorable Commissioner of

101108323

the attached original documents or copy thereof.

1. Name of conveying party(ies):

THE ROBERT M. LEE TRUST

2. Name and address of receiving party(ies):

Name: HUNTING WORLD LLC

Internal Address:

Street Address: 1117 GATOR WAY

City: SPARKS State: NV ZIP: 89431

- Individual(s)
- General Partnership
- Corporation-State
- Other A NEVADA TRUST

- Association
- Limited Partnership
- Individual(s) citizenship
- General Partnership
- Limited Partnership
- Corporation-State DELAWARE
- Other

Additional names(s) of conveying party(ies)  Yes  No

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: JUNE 25, 1999

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

75/213,067  
FILED  
12/13/96

B. Trademark Registration No.(s)

2,173,854

Additional numbers  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: CAROLINE H. MEAD, ESQ.

Internal Address: SUITE 300

Street Address: ONE MARITIME PLAZA

City: SAN FRANCISCO State: CA ZIP: 94111

6. Total number of applications and registrations involved:.....

11

7. Total fee (37 CFR 3.41):.....\$ 290.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

07-1850

08/02/1999 DNGUYEN 00000274 071850 2173854

DO NOT USE THIS SPACE

01 FC:481 40.00 CH  
02 FC:482 250.00 CH

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

MARY DOUGHERTY

Name of Person Signing

*Mary Dougherty*  
Signature

JULY 30, 1999

Date

Total number of pages including cover sheet, attachments, and



**CONTINUATION OF NO. 4****TRADEMARKS ASSIGNED  
FROM THE ROBERT M. LEE TRUST  
TO HUNTING WORLD LLC**

COUNTRY	TRADEMARK	APP/REG. NO.	CLASS	APP/REG. DATE	STATUS
UNITED STATES	SAFARI TODAY	2174027	18	07/14/98	REGISTERED
UNITED STATES	HUNTEX	2175663	24	07/21/98	REGISTERED
UNITED STATES	ADVENTURER	2178897	14	08/04/98	REGISTERED
UNITED STATES	COUNTRY ADVENTURE	2179436	18	08/04/98	REGISTERED
UNITED STATES	COUNTRYMAN	2179558	25	08/04/98	REGISTERED
UNITED STATES	EXPLORATEX	2181400	25	08/11/98	REGISTERED
UNITED STATES	THE FABRIC OF ADVENTURE	2182829	24	08/18/98	REGISTERED
UNITED STATES	ADVENTEX	2188432	25	09/08/98	REGISTERED
UNITED STATES	COUNTRY ADVENTURE	2191394	25	09/22/98	REGISTERED

## TRADEMARK ASSIGNMENT

Whereas, the Robert M. Lee Trust, a Trust organized under the laws of Nevada and having its principal place of business at 8555 Dieringer Drive, Reno, Nevada 89411, United States of America ("Assignor"), is the present owner of the marks (the "Trademarks") and United States trademark applications and registrations (the "Applications and Registrations") listed in Attachment A;

Whereas, Hunting World LLC, a Delaware limited liability company having its principal place of business at 1117 Gator Way, Sparks, Nevada 89431 ("Assignee"), the successor of the ongoing and existing business, or portion thereof, of Assignor to which the Trademarks and Applications pertain, is desirous of acquiring all worldwide rights, title and interest owned by Assignor in and to said Trademarks, Applications and Registrations:

Now, Therefore, for good and valuable consideration received, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors, legal representatives and assigns, all worldwide rights, title and interest in and to the Trademarks (including without limitation the Applications and Registrations), together with the good will of the business symbolized by the Trademarks.

Assignor will upon Assignee's request execute and deliver such other instruments and do and perform such other acts and things as may be reasonably necessary or desirable for effecting the purposes of this Assignment.

In Testimony Whereof, Assignor has caused this document to be duly executed on the 25th day of June, 1999.

THE ROBERT M. LEE TRUST

By: 

Name: Robert M. Lee as Trustee

Title: Trustee

**ATTACHMENT A**  
**THE ROBERT M. LEE TRUST**  
**TRADEMARKS TO BE ASSIGNED TO HUNTING WORLD LLC**

COUNTRY	TRADEMARK	APP. REG. NO.	CLASS	APP. REG. DATE	STATUS	RENEWAL DATE
UNITED STATES	LIVE THE ADVENTURE	75/213067	35	12/13/96	PENDING	
UNITED STATES	EXPLORATEX	2173854	24	07/14/98	REGISTERED	07/14/08
UNITED STATES	SAFARI TODAY	2174027	18	07/14/98	REGISTERED	07/14/08
UNITED STATES	HUNTEX	2175663	24	07/21/98	REGISTERED	07/21/08
UNITED STATES	ADVENTURER	2178897	14	08/04/98	REGISTERED	08/04/08
UNITED STATES	COUNTRY ADVENTURE	2179436	18	08/04/98	REGISTERED	08/04/08
UNITED STATES	COUNTRYMAN	2179558	25	08/04/98	REGISTERED	08/04/08
UNITED STATES	EXPLORATEX	2181400	25	08/11/98	REGISTERED	08/11/08
UNITED STATES	THE FABRIC OF ADVENTURE	2182829	24	08/18/98	REGISTERED	08/18/08
UNITED STATES	ADVENTEX	2188432	25	09/08/98	REGISTERED	09/08/08
UNITED STATES	COUNTRY ADVENTURE	2191394	25	09/22/98	REGISTERED	09/22/08

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061099/2205/18898.0C 089

RECORDED: 07/30/1999

TRADEMARK  
REEL: 001938 FRAME: 0323