

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
Primedia Specialty Group Inc.	FORMERLY EMAP USA, Inc.	10/03/2001	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Outdoor Enthusiast Media, Inc.		
Street Address:	Main Street Professional Building		
Internal Address:	P.O. Box 2008		
City:	North Conway		
State/Country:	NEW HAMPSHIRE		
Postal Code:	03860		
Entity Type:	CORPORATION: NEW HAMPSHIRE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2542784	FLY FISH AMERICA	
CORRESPONDENCE DATA			
Fax Number:	(603)448-1115		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(603) 448-1922		
Email:	MJWeins@aol.com		
Correspondent Name:	Michael J. Weins		
Address Line 1:	31 Bank Street		
Address Line 4:	Lebanon, NEW HAMPSHIRE 03766		
NAME OF SUBMITTER:	Michael J. Weins		
Signature:	/Michael J Weins/		
Date:	08/18/2005		

Total Attachments: 3

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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of October ^{10/3} 3, 2001, between Primedia Specialty Group Inc. f/k/a EMAP USA, Inc., a Delaware corporation ("Assignor") and Outdoor Enthusiast Media, Inc., a New Hampshire corporation ("Assignee").

WHEREAS, Assignor, with offices at c/o Primedia Inc., 745 5th Avenue, New York, NY 10151, has adopted, used, is using and is the owner of trademarks, service marks, trade names and trade dress listed on Schedule A attached hereto (collectively, the "Marks") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

WHEREAS, Assignee, with offices at P.O. Box 2008, North Conway, NH 03860, desires to acquire any and all rights that Assignor may have in and to the Marks and the registrations and applications thereof together with the goodwill of the business in connection with which Marks are used; and

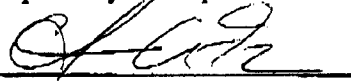
WHEREAS, Assignor and Assignee have executed the terms of an Asset Purchase Agreement on October ^{10/3} 3, 2001 herewith (the "Agreement"), pursuant to which Assignee is acquiring the assets primarily related to the Business from the Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefore in the United States, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full rights, title and interest in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

Primedia Specialty Group Inc. f/k/a EMAP USA, Inc.

By: 
Name: Christopher A. Fraser
Title: Vice President

SCHEDULE A

TRADEMARKS AND REGISTRATIONS

MARK	APP/REG#	APP/REG DATE	STATUS	OWNER
Fly Fish America	2060180	May 6, 1997	Registered	America Publishing Corporation
Fly Fish America	76212159	February 17, 2001	Application	EMAP USA, Inc.