

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
King's Outdoor World, LLC		03/10/2008	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	King's IP, LLC		
Street Address:	5503 Copper Peak Circle		
City:	Herriman		
State/Country:	UTAH		
Postal Code:	84065		
Entity Type:	CORPORATION: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2739217	HUNTING ILLUSTRATED	
CORRESPONDENCE DATA			
Fax Number:	(801)478-0076		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-478-0071		
Email:	marks@utahpatents.com		
Correspondent Name:	Frank W. Compagni		
Address Line 1:	734 East 200 South		
Address Line 4:	Salt Lake City, UTAH 84102		
ATTORNEY DOCKET NUMBER:	1615.KING.TM		
NAME OF SUBMITTER:	Frank W. Compagni		
Signature:	/Frank W. Compagni/		
Date:	03/20/2008		

OP \$40.00 2739217

Total Attachments: 2

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ASSIGNMENT	Attorney Docket No.	1615.KING.TM
	Registrant	King's Outdoor World, LLC
	Assignee	King's IP, LLC
	Registration Number	2,739,217
	Registration Date	July 15, 2003
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WHEREAS, King's Outdoor World, LLC (hereinafter referred to as "ASSIGNOR"), being a corporation duly organized and existing under the laws of the State of Utah and having a principal place of business at P.O. Box 307, Mt. Pleasant, UT 84647, has adopted, used, and is using, and is the owner of certain right, title, and interest in and to the trademark HUNTING ILLUSTRATED, (hereinafter referred to as the "Mark"), which is registered in the United States Patent and Trademark Office as Registration No. 2,739,217, having a registration date of July 15, 2003 (hereinafter referred to as the "registration"); and

WHEREAS, King's IP, LLC (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 5503 Copper Peak Circle, Herriman, UT 84065, is desirous of acquiring all right, title and interest in and to the Mark held by King's Outdoor World, LLC, and the above-identified registration;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark in connection with magazines in the field of big and small game (international trademark class 016), the above-identified registration, and any registration issuing therefrom,

ASSIGNMENT Page <u>2</u> of <u>2</u>	Attorney Docket No.	1615.KING.TM
	Registrant	King's Outdoor World, LLC
	Assignee	King's IP, LLC
	Registration Number	2,739,217
	Registration Date	July 15, 2003

together with the goodwill of the business symbolized by and associated with the Mark.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the owner of the entire interest of said Mark, for the sole use and behoof of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

Executed this 10 day of May, 2008 at MT Pleasant, UT
(city) (state)

STATE OF Utah
: ss
County of Sage

[Signature]
Levi Bouwman
Title: CEO

Before me personally appeared Levi Bouwman and acknowledged the foregoing instrument to be his free act and deed this 10th day of March, 2008.

Residing at/My commission expires:

[Signature]
Notary Public

Fairview Utah 11-11-10

