

09-19-2001



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings ⇌ ⇌ ⇌ ▼

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

101848288

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Imagen, LLC

09/10/01

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other limited liability corp. - TN

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Affinity Group, Inc.

Internal Address:

Street Address: 2575 Vista Del Mar

City: Ventura State: CA Zip: 93001

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date:

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2483849

Additional number(s) attached Yes No

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

Name: Donald L. Zachary

Internal Address: AmSouth Center

Bass, Berry & Sims PLC

Street Address: 315 Deaderick Suite, Ste 2700

City: Nashville State: TN Zip: 37238

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Donald L. Zachary Name of Person Signing

Signature

9/10/01 Date

Total number of pages including cover sheet, attachments, and document:

3

09/18/2001 TDIAZI 00000117 2483849 01 FC:481 40.00 DP

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002368 FRAME: 0627

TRADEMARK ASSIGNMENT

WHEREAS, Imagen, LLC, a Tennessee limited liability corporation, (Dale L. Gish, Chief Manager) 400 Brick Church Park Drive, Nashville, Tennessee 37027 ("Assignor"), is the owner of the trademark registration listed on the attached Appendix A ("Trademark Registration"); and

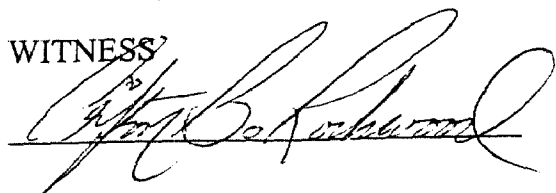
WHEREAS, Affinity Group, Inc., a California corporation, having a place of business at 2575 Vista Del Mar, Ventura, California 93001 ("Assignee"), desires to acquire any and all rights that Assignor may have in and to the Trademark Registration, together with the goodwill in connection with which the Trademark Registration is used and that is symbolized by the Trademark Registration, along with the right to recover for damages and profits for past infringements of the Trademark Registration;

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor assigns to Assignee all right, title and interest in and to the Trademark Registration for the United States, together with the goodwill in connection with which the Trademark Registration is used and that is symbolized by the Trademark Registration, and all other rights that Assignor has enjoyed under the Trademark Registration throughout all countries of the world, including any and all rights of recovery based on past infringement of the Trademark Registration, all rights to be held and enjoyed by the Assignee, its successors and assigns to the full end of the term for which the Trademark Registration is valid and any renewals of the term.

Assignor has caused this Assignment to be executed by its duly authorized officer on


August 27, 2001.

WITNESS



IMAGEN, LLC

By:

  
Dale L. Gish  
Title: Chief Manager

**APPENDIX A**

IMAGEN, LLC ASSIGNS THE FOLLOWING TO AFFINITY GROUP, INC.

**UNITED STATES TRADEMARK REGISTRATION**

<b>TRADEMARK</b>	<b>SERIAL NUMBER</b>	<b>REGISTRATION NUMBER</b>
RV TODAY	78-000,116	2,483,849