

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New York Life Investment Management LLC		03/02/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	AFFINITY GROUP, INC.		
Street Address:	64 Inverness Drive East		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	CORPORATION: DELAWARE		
Name:	AFFINITY ADVERTISING, LP		
Street Address:	64 Inverness Drive East		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	LIMITED PARTNERSHIP: MINNESOTA		
Name:	AFFINITY BROKERAGE, INC.		
Street Address:	64 Inverness Drive East		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	CORPORATION: DELAWARE		
Name:	AFFINITY ROAD AND TRAVEL CLUB, INC.		
Street Address:	64 Inverness Drive East		
City:	Englewood		
State/Country:	COLORADO		

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**TRADEMARK
 REEL: 004161 FRAME: 0012**

Postal Code:	80112
Entity Type:	CORPORATION: TEXAS

Name:	AGI PRODUCTIONS, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	CAMP COAST TO COAST, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	CAMPING REALTY, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: KENTUCKY

Name:	CAMPING WORLD, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: KENTUCKY

Name:	CAMPING WORLD INSURANCE SERVICES OF NEVADA, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: NEVADA

Name:	COAST MARKETING GROUP, INC.
Street Address:	64 Inverness Drive East

City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	CWI, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: KENTUCKY

Name:	CW MICHIGAN, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	EHLERT PUBLISHING GROUP, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: MINNESOTA

Name:	GOLF CARD HOLDING CORPORATION
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	GOLF CARD INTERNATIONAL CORP.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	GOLF CARD RESORT SERVICES, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	GSS ENTERPRISES, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	POWER SPORTS MEDIA, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	THUNDER PRESS
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: CALIFORNIA

Name:	TL ENTERPRISES, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

Name:	VBI, INC.
Street Address:	64 Inverness Drive East
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	

Entity Type:	CORPORATION: DELAWARE
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Name:	Woodall Publications Corporation
Street Address:	64 Inverness Drive
City:	Englewood
State/Country:	COLORADO
Postal Code:	80112
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 94

Property Type	Number	Word Mark
Registration Number:	3096902	DREAM. PLAN. GO
Registration Number:	3253694	CAMPCLUB USA
Registration Number:	3291997	RVTRIPSETTER.COM
Registration Number:	3117136	MOTORCYCLING AT ITS BEST
Registration Number:	2483849	RV TODAY
Registration Number:	3490104	DREAM. PLAN. GO
Registration Number:	3237984	ROADS TO ADVENTURE
Registration Number:	3149606	GOOD SAM GOLD CIRCLE
Registration Number:	3072753	TRIP POINTS
Registration Number:	2994409	TRIPSETTER
Registration Number:	3000926	TRIP PLUS
Serial Number:	77168855	RECREATION IN MOTION
Registration Number:	3599173	COAST TO COAST EST. 1972
Registration Number:	3592907	RECREATION IN MOTION
Registration Number:	3589262	THE RV HANDYMAN CLUB
Registration Number:	3396642	TOURING RIDER
Registration Number:	3306394	AGI EVENTS
Registration Number:	3311577	TRAILER LIFE
Registration Number:	2749223	GOOD SAM CLUB
Registration Number:	2651351	RV.NET
Registration Number:	2558565	GOOD SAM EMERGENCY ROAD SERVICE
Registration Number:	2503830	
Registration Number:	2752043	DREAM GARAGE
Registration Number:	2774517	GOOD SAM
Registration Number:	2619442	GOOD SAM RV EMERGENCY ROAD SERVICE

TRADEMARK

Registration Number:	2424472	HIGHWAYS ONLINE
Registration Number:	2252816	CSP
Registration Number:	2183097	RV BUYERS GUIDE
Registration Number:	2043024	RV BUSINESS
Registration Number:	2175450	TRAILER LIFE
Registration Number:	2232129	TRAILER LIFE DIRECTORY
Registration Number:	2186392	MOTORHOME
Registration Number:	2338931	RV SEARCH
Registration Number:	2285802	COAST TO COAST
Registration Number:	2092635	AFFINITY GROUP, INC.
Registration Number:	2045752	AGI
Registration Number:	2015238	CARAVENTURE
Registration Number:	2079927	RV SEARCH
Registration Number:	1982678	TRAILER LIFE CAMPGROUNDS, RV PARKS & SERVICES DIRECTORY
Registration Number:	1895073	MOTORHOME
Registration Number:	1871532	GOOD NEIGHBOR PARKS
Registration Number:	1991599	TRAFFIC BUILDERS
Registration Number:	1851088	AMERICAN RIDER
Registration Number:	1645203	HIGHWAYS THE OFFICIAL PUBLICATION OF THE GOOD SAM CLUB
Registration Number:	1594211	COAST TO COAST
Registration Number:	1655776	COAST TO COAST
Registration Number:	1593450	COAST TO COAST
Registration Number:	1512170	RV BUSINESS
Registration Number:	1107269	RIDER
Registration Number:	1442575	MOTORHOME
Registration Number:	1006079	TRAILER LIFE
Registration Number:	0997384	SAMBOREE
Registration Number:	3240789	RAMBLE
Registration Number:	3648849	RAMBLE
Registration Number:	2908748	CAMPER'S CHOICE
Registration Number:	2748128	ROADCARE CLASSIC
Registration Number:	1739764	CAMPER'S CHOICE INC.
Registration Number:	3485054	ATV MAGAZINE

Registration Number:	3443291	ATV MAGAZINE
Registration Number:	3095055	TOW VEHICLE OF THE YEAR
Serial Number:	77591787	TRAILER BOATS
Registration Number:	3637421	BOATING INDUSTRY
Registration Number:	3433589	UTV MAGAZINE
Registration Number:	2801898	BASS & WALLEYE BOATS
Registration Number:	2617541	THUNDER PRESS
Registration Number:	2629768	TRAILER BOATS
Registration Number:	2281754	CAMPING LIFE
Registration Number:	2350998	EHLERT'S POWERSPORTS BUSINESS
Registration Number:	2200681	RODE REPORTS
Registration Number:	2239859	DREAM DEMO
Registration Number:	2388184	ATV SPORT
Registration Number:	2276601	CRUISING RIDER
Registration Number:	2008722	POWERBOAT
Registration Number:	2023699	POWERBOAT THE WORLD'S LEADING PERFORMANCE BOATING MAGAZINE
Registration Number:	2127883	ATV MAGAZINE
Registration Number:	1862502	BOATING INDUSTRY
Registration Number:	1988841	WATERCRAFT WORLD
Registration Number:	1656774	SNOW GOER
Registration Number:	1256854	BOATING INDUSTRY
Registration Number:	2992047	IGOLFSAVINGS
Registration Number:	3003940	GOLF CARD INTERNATIONAL
Registration Number:	2224937	THE GOLF CARD
Registration Number:	2186363	GOLF CARD
Registration Number:	2071190	GOLF TRAVELER
Registration Number:	1901723	SOUTHERN RV
Registration Number:	2035941	GO & RENT . . . RENT & GO
Registration Number:	1898896	SUNNY DESTINATIONS
Registration Number:	1898898	CAMPERWAYS
Registration Number:	1141743	CAMPGROUND MANAGEMENT
Registration Number:	0965597	WOODALL'S
Registration Number:	0854909	W
Registration Number:	0711273	WOODALL'S

Registration Number:	0996766	NORTHEAST OUTDOORS
Registration Number:	2961445	CAMPER'S CHOICE RV SUPPLIES & ACCESSORIES

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	807126/1349
NAME OF SUBMITTER:	Mark S. Leonardo
Signature:	/Mark S. Leonardo/
Date:	03/04/2010

Total Attachments: 5
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

WHEREAS, Affinity Group, Inc., Affinity Advertising, LP, Affinity Brokerage, Inc, Affinity Road and Travel Club, Inc., AGI Productions, Inc., Camp Coast to Coast, Inc., Camping Realty, Inc., Camping World, Inc., Camping World Insurance Services of Nevada, Inc., Coast Marketing Group, Inc., CWI, Inc., CW Michigan, Inc., Ehlert Publishing Group, Inc., Golf Card Holding Corporation, Golf Card International Corp., Golf Card Resort Services, Inc., GSS Enterprises, Inc., Power Sports Media, Inc., Thunder Press, TL Enterprises, Inc., VBI, Inc. and Woodall Publications Corporation (collectively, the "Grantor"), granted a security interest in and lien upon certain trademarks, trademark applications and related rights to New York Life Investment Management LLC, as Administrative Agent for the Secured Parties (the "Secured Party") as set forth in the Trademark Collateral Assignment and Security Agreement, dated as of May, 2009, by Grantor in favor of Secured Party (the "Trademark Security Agreement");

WHEREAS, an executed copy of the Trademark Security Agreement was recorded in the United States Patent and Trademark Office on June 12, 2009 at Reel 4003, Frame 0826, Reel 4003, Frame 0953, Reel 4004, Frame 0217, Reel 4004, Frame 0206, and Reel 4003, Frame 0963;

WHEREAS, Grantor has requested that Secured Party release and reassign its interest in all of its United States registered trademarks and applications for United States registered trademarks including those identified in Schedule A annexed hereto and made a part hereof (the "Trademarks"), and all related rights, title and interest of Grantor in the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Secured Party hereby:

1. releases and conveys to Grantor any and all liens, security interests, right, title and interest of Secured Party granted pursuant to the Trademark Security Agreement in the Trademarks, without recourse or representation or warranty, express or implied, of any kind or nature whatsoever;
2. agrees that any power of attorney or similar rights granted by Grantor to Secured Party pursuant to the Trademark Security Agreement is terminated; and
3. authorizes and requests that the Patent and Trademark Office note and record the existence of the release hereby given.

SCHEDULE A
TO
RELEASE OF SECURITY INTEREST IN TRADEMARKS

LIST OF TRADEMARKS AND TRADEMARK APPLICATIONS

No.	Serial Number	Reg. Number	Word Mark
1.	78976883	3096902	DREAM. PLAN. GO
2.	78951374	3253694	CAMPCLUB USA
3.	78761463	3291997	RVTRIPSETTER.COM
4.	78684040	3117136	MOTORCYCLING AT ITS BEST
5.	78000116	2483849	RV TODAY
6.	78347077	3490104	DREAM. PLAN. GO
7.	78460618	3237984	ROADS TO ADVENTURE
8.	78439647	3149606	GOOD SAM GOLD CIRLCE
9.	78347076	3072753	TRIP POINTS
10.	78347075	2994409	TRIPSETTER
11.	78347073	3000926	TRIP PLUS
12.	77168855		RECREATION IN MOTION
13.	77182331	3599173	COAST TO COAST EST. 1972
14.	77976570	3592907	RECREATION IN MOTION
15.	77035569	3589262	THE RV HANDYMAN CLUB
16.	77101745	3396642	TOURING RIDER
17.	77126189	3306394	AGI EVENTS
18.	77126177	3311577	TRAILER LIFE
19.	76116031	2749223	GOOD SAM CLUB
20.	76226400	2651351	RV.NET
21.	76233982	2558565	GOOD SAM EMERGENCY ROAD SERVICE
22.	76106541	2503830	
23.	76377373	2752043	DREAM GARAGE
24.	76257664	2774517	GOOD SAM
25.	75904793	2619442	GOOD SAM RV EMERGENCY ROAD SERVICE
26.	75596766	2424472	HIGHWAYS ONLINE
27.	75380474	2252816	CSP
28.	75127392	2183097	RV BUYERS GUIDE
29.	75017865	2043024	RV BUSINESS
30.	75121601	2175450	TRAILER LIFE
31.	75436451	2232129	TRAILER LIFE DIRECTORY
32.	75118832	2186392	MOTORHOME
33.	75118960	2338931	RV SEARCH

34.	75118833	2285802	COAST TO COAST
35.	75053507	2092635	AFFINITY GROUP, INC.
36.	75053505	2045752	AGI
37.	74732108	2015238	CARAVENTURE
38.	74713645	2079927	RV SEARCH
39.	74713643	1982678	TRAILER LIFE CAMPGROUNDS, RV PARKS & SERVICES DIRECTORY
40.	74511112	1895073	MOTORHOME
41.	74480729	1871532	GOOD NEIGHBOR PARKS
42.	74474769	1991599	TRAFFIC BUILDERS
43.	74348838	1851088	AMERICAN RIDER
44.	74058354	1645203	HIGHWAYS THE OFFICIAL PUBLICATION OF THE GOOD SAM CLUB
45.	73827979	1594211	COAST TO COAST
46.	73827978	1655776	COAST TO COAST
47.	73769005	1593450	COAST TO COAST
48.	73623060	1512170	RV BUSINESS
49.	73150388	1107269	RIDER
50.	73623062	1442575	MOTORHOME
51.	72463270	1006079	TRAILER LIFE
52.	73011293	0997384	SAMBOREE
53.	78460618	3237984	ROADS TO ADVENTURE
54.	77126189	3306394	AGI EVENTS
55.	78978152	3240789	RAMBLE
56.	78675060	3648849	RAMBLE
57.	78337092	2908748	CAMPER'S CHOICE
58.	76261888	2748128	ROADCARE CLASSIC
59.	74210272	1739764	CAMPER'S CHOICE INC.
60.	78980051	3485054	ATV MAGAZINE
61.	78860315	3443291	ATV MAGAZINE
62.	78504782	3095055	TOW VEHICLE OF THE YEAR
63.	77591787		TRAILER BOATS
64.	77354024	3637421	BOATING INDUSTRY
65.	77354034	3433589	UTV MAGAZINE
66.	76441491	2801898	BASS & WALLEYE BOATS
67.	76256219	2617541	THUNDER PRESS
68.	75865977	2629768	TRAILER BOATS
69.	75581702	2281754	CAMPING LIFE
70.	75598551	2350998	EHLERT'S POWERSPORTS BUSINESS
71.	75059493	2200681	RODE REPORTS

72.	75059978	2239859	DREAM DEMO
73.	75383896	2388184	ATV SPORT
74.	75382486	2276601	CRUISING RIDER
75.	75030190	2008722	POWERBOAT
76.	75030189	2023699	POWERBOAT THE WORLD'S LEADING PERFORMANCE BOATING MAGAZINE
77.	74619253	2127883	ATV MAGAZINE
78.	74469884	1862502	BOATING INDUSTRY
79.	74441819	1988841	WATERCRAFT WORLD
80.	74015270	1656774	SNOW GOER
81.	73382955	1256854	BOATING INDUSTRY
82.	78396715	2992047	IGOLFSAVINGS
83.	78396714	3003940	GOLF CARD INTERNATIONAL
84.	75174555	2224937	THE GOLF CARD
85.	75108749	2186363	GOLF CARD
86.	75013922	2071190	GOLF TRAVELER
87.	74524398	1901723	SOUTHERN RV
88.	74523976	2035941	GO & RENT . . . RENT & GO
89.	74523936	1898896	SUNNY DESTINATIONS
90.	74524224	1898898	CAMPERWAYS
91.	73136048	1141743	CAMPGROUND MANAGEMENT
92.	72418326	0965597	WOODALL'S
93.	72283405	0854909	W
94.	72094863	0711273	WOODALL'S
95.	73006382	0996766	NORTHEAST OUTDOORS
96.	78337096	2961445	CAMPER'S CHOICE RV SUPPLIES & ACCESSORIES

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