

11-18-1998

Form PTO-1594

RECORDED



U.S. Department of Commerce
Patent and Trademark Office

100901209

MSA 9-10-98

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

1. Name of conveying party(ies):
 Sonifrom, Inc.
 Individual(s) Association
 General Partnership Limited
 Corporation-State - CA Partnership
 Other:
 Additional name(s) of conveying party(ies) attached?
 Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: October 8, 1997

2. Name and address of receiving party(ies):
 Name: Johnson Worldwide Associates, Inc.
 Internal Address:
 Street Address: 1326 Willow Road
 City: Sturtevant State: WI Zip: 53177
 Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State - WI
 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 names(s) & address(es) attached?
 Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 75/328,602

B. Trademark registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Rachel S. Jozefacki
 Internal Address: Foley & Lardner

Street Address: 777 E. Wisconsin Avenue

City: Milwaukee State: WI Zip: 53202-5367

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 any fee deficiencies.

8. Deposit account number: 06-1447

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

DO NOT USE THIS SPACE



09-10-1998

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #70

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.

Rachel S. Jozefacki
 Name of Person Signing

Rachel S. Jozefacki
 Signature

9-10-98
 Date

Total Number of pages including cover sheet: [4]

TRADEMARK
REEL: 1814 FRAME: 0609

ASSIGNMENT OF TRADEMARKS AND TRADEMARK APPLICATIONS

THIS ASSIGNMENT OF TRADEMARKS AND TRADEMARK APPLICATIONS, dated as of this 8th day of October, 1997 ("Assignment"), is made by Soniform, Inc. ("Assignor"), a California corporation with its principal place of business at 1908 Friendship Drive, El Cajon, California 92020, in favor of Johnson Worldwide Associates, Inc. ("Assignee"), a Wisconsin corporation with its principal place of business at 1326 Willow Road, Sturtevant, Wisconsin 53177.

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of the 8th day of October, 1997 among Assignee, Assignor and Meridian Sports Incorporated, a Delaware corporation (the "Asset Purchase Agreement"), pursuant to which Assignor has agreed to assign to Assignee certain Intellectual Property (as defined therein), including the trademarks and the registrations thereof and applications therefor set forth on Schedule A hereto (collectively, the "Trademarks"); and

WHEREAS, Assignor has adopted, has used and is using or in good faith intends to use the Trademarks set forth on Schedule A hereto, and is the owner of the Trademarks set forth on Schedule A hereto; and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Trademarks;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby:

(i) assign, transfer, set over, and deliver to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to (x) the Trademarks, (y) the goodwill of the business connected with the use of and symbolized by such Trademarks, and (z) all rights to sue and recover for past infringement or misappropriation of the foregoing, whether presently pending or not, and to receive all income, royalties, damages and payments for past and future infringements thereof; and

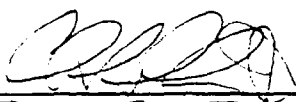
(ii) authorize and request the United States Patent and Trademark Office to issue to Assignee the entire right, title and interest in and to any and all trademark registrations resulting from any of the applications set forth on Schedule A hereto, and any renewals of any of the registrations described in this Assignment.

IN WITNESS WHEREOF, each of the Assignor and the Assignee, through the undersigned, has caused this Assignment to be executed by the signature of its duly authorized officer as of the date above first written.

SONIFORM, INC.
("ASSIGNOR")

By: 
Thomas E. Kohut
Vice President

JOHNSON WORLDWIDE ASSOCIATES, INC.
("ASSIGNEE")

By: 
Name: CARL G. SCHMIDT
Title: SENIOR VICE PRESIDENT
AND CHIEF FINANCIAL
OFFICER