

09-17-2002

Form PTO-1594  
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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks

Please return the attached original documents or copy thereof.

1. Name of conveying party(ies):  
B.A.S.S., Inc. **9-3-02**

Individuals  Association  
 General Partnership -  Limited Partnership  
 Corporation-State - Alabama  
 Other

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

2. Name and address of receiving party(ies):  
Name: Livewell Acquisition (IP), LLC  
Internal Address: \_\_\_\_\_  
Street Address: ESPN Plaza  
City: Bristol State: CT ZIP: 06010

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation- \_\_\_\_\_  
 Other A Delaware Limited Liability Co.

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 Interest  Change of Name  
 Other \_\_\_\_\_

Execution Date: August 16, 2002 (effective April 3, 2001)

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)

Additional numbers attached?  Yes  No

Trademark Registration No.(s)  
2,540,020

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Elizabeth A. Nunn, Senior Legal Assistant  
Internal Address: White & Case LLP  
Street Address: 1155 Avenue of the Americas  
City: New York State: New York ZIP: 10036

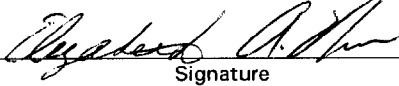
6. Total number of applications and registration involved 1

7. Total fee (37 CFR 3.41): ..... \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
23-1705 (in event of deficiency)  
(Attach duplicate copy of this page if paying by deposit account)

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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.*

Elizabeth A. Nunn  August 30, 2002  
Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 3

OMB No. 0651-0011 (exp. 4/94)

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Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

09/17/2002 6TON11 00000029 2540020

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**TRADEMARK  
REEL: 002582 FRAME: 0636**

ASSIGNMENT OF TRADEMARKS

WHEREAS, B.A.S.S., Inc., an Alabama corporation, with its address at 5845 Carmichael Road, Montgomery, Alabama 36117 ("Assignor"), owned all right, title and interest in and to the following mark which is registered with the United States Patent and Trademark Office:

BASSMASTER UNIVERSITY'S TECHNIQUES – Reg. No. 2,540,020

WHEREAS, Livewell Acquisition (IP), LLC, a Delaware corporation, with its address at ESPN Plaza, Bristol, Connecticut 06010-7454 ("Assignee") desired to acquire said trademark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor, effective as of April 3, 2001, assigned, sold and transferred to Assignee its entire right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof.

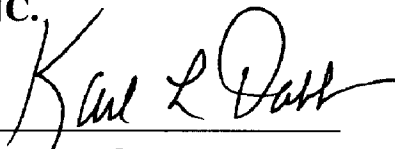
Dated: 8/16/02, 2002

B.A.S.S., INC.

By: \_\_\_\_\_


Name:

Title:

  
KARL DABBS  
V.P. Finance

STATE OF Alabama )  
 ) ss.:  
COUNTY OF Montgomery

On this 16 day of August, 2002, before me personally appeared Karl L. Dabbs, to me known who, being by me duly sworn, did depose and say that he/she is the V.P. Finance of B.A.S.S., INC., the Assignor, described herein and which executed the foregoing instrument and that he/she signed his/her name thereto.

  
Notary Public my Commission Expires:  
1/10/06