

07-16-2003

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Director of the United States Patent and Trademark Office. Please record the attached original documents or copy thereof.
P.O. Box 1450
Alexandria, VA 22313-1450

1. Name of conveying party(ies):
Air Lift Unlimited, Inc.
1212 Kerr Gulch
Evergreen, CO 80439-6397
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation - Colorado
 Other
Additional name(s) of conveying party(ies) attached?
 Yes No

7-11-03

2. Name and address of receiving party(ies):
Name: JanSport, Inc.
Internal Address
Street Address N850 City Highway CB
City Appleton State WI ZIP 54913-1817
 Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation - Delaware
 Other

OFFICE OF PUBLIC RECORDS
2003 JUL 11 AM 11:29
FINANCE SECTION

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Date: June 19, 2003

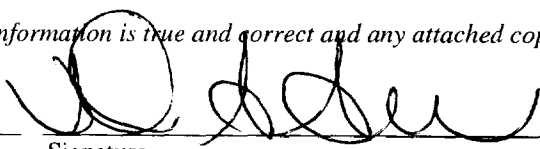
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designation must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark registration No.(s) 2,600,424; 1,449,432;
1,455,116
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
PENNIE & EDMONDS LLP
1155 Avenue of the Americas
New York, New York 10036-2711
Attn: Melissa A. Antonecchia
File No.: 007562-0070-999

6. Total number of applications and registrations involved: 3
7. Total fee (37 CFR 3.41) \$ 90.00
Please charge to the deposit account listed in Section 8.
8. Deposit account number:
16-1150

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.
Melissa A. Antonecchia  July 11, 2003
Name of Person Signing Reg. No. Signature Date
07/15/2003 6TUN11 00000280 161150 2600424
01 FC:4521 40.00 BA
02 FC:8522 50.00 BA
Total number of pages comprising cover sheet: 3

Mail documents to be recorded with required cover sheet information to:
Director of the United States Patent and Trademark Office
P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 002777 FRAME: 0833

EXHIBIT 3

UNITED STATES

ASSIGNMENT

WHEREAS, Air Lift Unlimited, Inc., a Colorado corporation, having a place of business at 1212 Kerr Gulch Road, Evergreen, Colorado 80439-6397 ("Assignor"), is the owner of the trademark(s) and registration(s) thereof in the United States Patent and Trademark Office as set forth in **Schedule A** attached hereto (the "Trademarks") together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Jansport, Inc., a Delaware Corporation, having a place of business at N850 City Highway CB, Appleton, Wisconsin 94913-1817 ("Assignee"), is desirous of acquiring the Trademarks together with the goodwill of the business connected with and symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor, does hereby sell and assign unto the Assignee, all right, title and interest in and to said trademark(s) and registration(s) thereof as set forth in **Schedule A** attached hereto, together with the goodwill of the business connected with and symbolized by said trademark(s) and together with all the rights for recovery, damages and profits for past infringements, if any.

IN WITNESS WHEREOF, the Assignor, has caused this instrument to be executed by its duly authorized corporate officer this 19th day of June, 2003.

By: Michael C. Moore
Name: Michael C. Moore
Title: President

NY2: 1439829.1

TRADEMARK
REEL: 002777 FRAME: 0834

SCHEDULE A

TRADEMARK

REG. NO.

REG. DATE

AIRLIFT

2,600,424

7/30/02

AIR LIFT

1,449,432

7/28/87

AIR LIFT

1,455,116

9/1/87

NY2: 1439829.1

RECORDED: 07/11/2003

**TRADEMARK
REEL: 002777 FRAME: 0835**