

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Huffy Corporation		07/19/2004	CORPORATION: OHIO

RECEIVING PARTY DATA	
Name:	Russell Corporation
Street Address:	3330 Cumberland Blvd.
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30339
Entity Type:	CORPORATION: ALABAMA

PROPERTY NUMBERS Total: 80

Property Type	Number	Word Mark
Registration Number:	2455157	ACCUHEIGHT
Registration Number:	2839270	ADRENALINE
Registration Number:	2375860	ALLEY HOOPS
Registration Number:	1662569	ARENA
Registration Number:	2352042	BE A PLAYER
Registration Number:	1364643	BODY GUARD
Registration Number:	1927645	CENTER COURT
Registration Number:	2016528	CLEAR COURT
Registration Number:	2801519	COBRA
Registration Number:	2472134	CROSS-OVER MOVE
Registration Number:	2388167	DOUBLE DOWN
Registration Number:	2800515	DUNK STATION
Registration Number:	2480560	EASY GLIDE
Registration Number:	2392369	EASY MOVE
Registration Number:	2430046	ECO-COMPOSITE

OP \$2015.00 2455157

ASSIGNMENT OF TRADEMARKS AND DOMAIN NAMES

This ASSIGNMENT OF TRADEMARKS AND DOMAIN NAMES, dated as of July 19, 2004 ("Assignment"), by Huffy Corporation, an Ohio corporation located at 225 Byers Road, Miamisburg, Ohio 45342 ("Assignor"), in favor of Russell Corporation, an Alabama corporation located at 3330 Cumberland Blvd., Atlanta, GA 30339 ("Assignee").

WITNESSETH

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated July 19, 2004 (the "Asset Purchase Agreement"), pursuant to which Assignor has agreed to sell, convey, transfer, assign, set over and deliver to Assignee all of Assignor's right, title and interest in and to the trademark registrations and applications listed on Schedule A hereto (the "Trademarks") and the domain names listed on Schedule B hereto (the "Domain Names") among other Acquired Assets (as defined in the Asset Purchase Agreement); and

WHEREAS, Assignor desires to sell, convey, transfer, assign, set over and deliver to Assignee, and Assignee desires to acquire, all of Assignor's right title and interest in and to the Trademarks and the Domain Names.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, convey, transfer, assign, set over and deliver to Assignee all of Assignor's right, title and interest in and to (i) the Trademarks and Domain Names; (ii) the goodwill of the business symbolized by the Trademarks and Domain Names; (iii) all causes of action (either in law or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement, dilution, unfair competition, or other violation of the Trademarks and the Domain Names; (iv) all income, royalties, damages and payments now or hereafter due or payable with respect to the Trademarks and Domain Names; and (v) all rights corresponding thereto throughout the world, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Trademarks, and to issue any and all Trademarks to Assignee, as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee, its successors, assigns or other legal representatives.

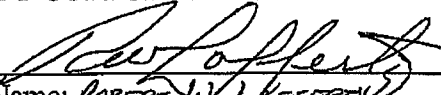
Assignor shall reasonably cooperate with Assignee in executing appropriate assignment documents provided by Assignee required for completing the formalities to secure to Assignee the rights hereby transferred, upon request of Assignee.

Assignor shall instruct the applicable domain name registrar to transfer the Domain Names to Assignee, shall distribute copies of the completed and receipted registrar transfer documents to the parties to this Assignment and shall execute documents reasonably required by Assignee to effectuate the foregoing.

Assignee shall assist in effectuating the foregoing transfer.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be executed as of the date above first written.

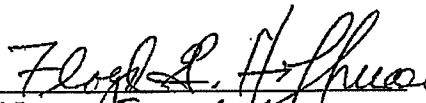
HUFFY CORPORATION

By: 
Name: ROBERT W. LAFFERTY
Title: SENIOR VICE PRESIDENT - FINANCE, CHIEF
FINANCIAL OFFICER AND TREASURER

Acknowledged and
Accepted:

ASSIGNEE:

RUSSELL CORPORATION

By: 
Name: FLOYD G. HOFFMAN
Title: SENIOR VICE PRESIDENT - CORPORATE
DEVELOPMENT, GENERAL COUNSEL AND SECRETARY

SCHEDULE A TO ASSIGNMENT OF TRADEMARKS AND DOMAIN NAMES

TRADEMARK

REEL: 002922 FRAME: 0319

INTELLECTUAL PROPERTY TRADEMARKS

HULEY CORPORATION SPORTS

<u>MARK</u>	<u>COUNTRY REG./SER. NO.</u>	<u>GOODS</u>	<u>STATUS</u>	<u>REG./FILING DATE</u>
ACCUHEIGHT	US 2,455,157	Basketball equipment with adjustable backboard lift system.	Registered	5/29/01
ADRENALINE	US 2,839,270	Basketball equipment. Inflatable sports balls	Registered	5/04/04
ALLEY HOOPS	US 2,375,860	Basketball equipment.	Registered	8/08/00
ARENA	US 1,662,569	Basketball backboards.	Registered	10/29/91
BE A PLAYER	US 2,352,042	Basketball equipment.	Registered	5/23/00
BODY GUARD	US 1,364,643	Basketball goal assembly pole pads.	Registered	10/8/85
CENTER COURT	US 1,927,645	Portable basketball goals.	Registered	10/17/95
CLEAR COURT	US 2,016,528	Basketball backboard unit and basketballs.	Registered	11/12/96
CLEAR SLAM	US 2,016,528	Basketball equipment.	Registered	2/10/04
COBRA	US 2,801,519	Basketball equipment.	Registered	12/30/03
CROSS-OVER MOVE	US 2,472,134	Basketball equipment.	Registered	7/24/01
DOUBLE DOWN	US 2,388,167	Basketball equipment.	Registered	9/19/00
DUNK STATION	US 2,800,515	Basketball equipment.	Registered	12/30/03
EASY GLIDE	US 2,480,560	Basketball equipment.	Registered	8/21/01
EASY MOVE	US 2,392,369	Basketball equipment.	Registered	10/03/00
ECO-COMPOSITE	US 2,430,046	Basketball equipment.	Registered	2/20/01
EXACTA HEIGHT	US 2,449,109	Basketball equipment.	Registered	5/8/01
EZ STORE	US 2,371,586	Basketball equipment.	Registered	7/25/00
FAST BREAK	US 2,795,025	Basketball equipment.	Registered	12/16/03
4WD	US 2,594,751	Basketball equipment.	Registered	7/16/02
GAME RAISER	US 2,598,440	Basketball equipment.	Registered	7/23/02
GET VERTICAL	US 2,301,943	Basketball equipment.	Registered	12/21/99
GIVE & GO	US 2,363,014	Basketball equipment.	Registered	6/27/00

TRADEMARK

REEL: 002922 FRAME: 0320

INTELLECTUAL PROPERTY - TRADEMARKS

HUNLEY CORPORATION - SPORTS

<u>MARK</u>	<u>COUNTRY REG./SER. NO.</u>	<u>GOODS</u>	<u>STATUS</u>	<u>REG./FILING DATE</u>
GLADIATOR	US 2,655,098	Basketball equipment, namely, blow-molded, water-filled bases for use with portable basketball systems	Registered	11/26/02
CORILLA GOAL	US 1,892,240	Basketball goals.	Registered	5/2/95
GRIPZ	US 2,725,993	Equipment for lawn games; Inflatable balls; Foam sports balls	Registered	6/10/03
HERCULES	US 2,479,303	Basketball equipment	Registered	8/21/01
HIGH POST	US 2,396,362	Basketball backboards.	Registered	10/17/00
HYDRA RIB	AR 1,740,244	Basketball, backboard, poles and goals.	Registered	6/16/99
HYDRA RIB	AU 741,938	Basketball goals and backboard assemblies; basketballs	Registered	5/25/98
HYDRA RIB	CA 501,840	Basketball backboards, poles and goals.	Registered	10/6/98
HYDRA RIB	DR 98,030	Basketball backboard, poles and goals.	Registered	7/15/98
HYDRA RIB	EU 678,581	Basketball goals and backboard assemblies; basketballs.	Registered	8/13/99
HYDRA RIB	JA 4,292,144	Basketball backboard, poles and goals.	Registered	7/9/99
HYDRA RIB	ME 577,621	Basketball goals and backboard assemblies;	Registered	5/22/98
HYDRA RIB	PO 124,328	Sporting goods in Class 28.	Registered	9/15/00
HYDRA RIB	TW 846,150	Basketball backboard, poles and goals.	Registered	4/1/99
HYDRA RIB	US 2,354,734	Basketball backboard, poles and goals.	Registered	6/6/00
HYDRA RIB	VE 211,280	Basketball backboard, poles and goals.	Registered	4/20/99
HYPERLIGHT	US 2,834,777	Lighted inflatable balls	Registered.	4/20/04

TRADEMARK

REEL: 002922 FRAME: 0321

INTELLECTUAL PROPERTY TRADEMARKS

ELI LILLY CORPORATION - SPORTS

<u>MARK</u>	<u>COUNTRY REG./SER. NO.</u>	<u>GOODS</u>	<u>STATUS</u>	<u>REG./FILING DATE</u>
JUNIOR SLAM	US 2,745,263	Basketball backboard, poles and goals.	Registered	7/29/03
LIGHT IT UP	US 2,659,893	Basketball backboard, poles and goals.	Registered	12/10/02
LIMITED	US 2,799,441	Basketball backboard, poles and goals.	Registered	12/23/03
LINE UP	US 2,543,321	Basketball backboard, poles and goals.	Registered	2/26/02
MAIN COURT	US 2,360,825	Basketball backboard, poles and goals.	Registered	6/20/00
MICRO JAMMER	US 2,795,027	Basketball backboards, poles and goals.	Registered	12/16/03
MIDNIGHT MADNESS	US 2,384,018	Basketball backboards, poles and goals.	Registered	9/05/00
MINI-JAMMER	US 2,800,5130	Basketball backboards, poles and goals.	Registered	12/30/03
ON THE FLY	US 2,298,883	Basketball backboards, poles and goals.	Registered	12/07/99
OPTIX	US 2,725,992	Equipment for lawn games; inflatable balls	Registered	6/10/03
PERFORMANCE SERIES (AND DESIGN)	US 2,061,781	Basketball backboards and goals.	Registered	5/13/97
PICK 'N ROLL	US 2,343,665	Basketball backboards and goals	Registered	4/18/00
PIVOT PLAY	US 2,392,352	Basketball backboards and goals	Registered	10/03/00
POOL SHARK	US 2,795,0261	Basketball backboards and goals for use from a swimming pool	Registered	12/16/03
POWER FORWARD	US 2,648,452	A battery powered electric actuator for adjusting the positioning of a basketball backboard	Registered	11/12/02

TRADEMARK

REEL: 002922 FRAME: 0322

INTELLECTUAL PROPERTY - TRADEMARKS

HUFFY CORPORATION - SPORTS

<u>MARK</u>	<u>COUNTRY REG./SER. NO.</u>	<u>GOODS</u>	<u>STATUS</u>	<u>REG./FILING DATE</u>
POWER MOVE	US 2,425,799	Basketball backboards and goals	Registered	1/30/01
PREMIER SERIES	US 2,388,654	Basketball backboards and goals	Registered	9/19/00
PRO-SHOT	US 903,429	Devices for games using inflated balls, specifically, tether balls, basketballs and basketball back boards, goals and nets.	Registered	12/1/70
PRO SHOT	US 775,310	Basketball hoops and nets.	Registered	8/18/64
PRO SLAM	US 1,604,834	Basketball backboard, goals or rims.	Registered	7/3/90
SATELLIGHT	US 2,394,347	Lighted basketball backboards, poles and goals.	Registered	10/10/00
SHADOW PLAY	US 2,553,235	Basketball backboards, poles and goals.	Registered	3/26/02
SHIFT 'N SHOOT	US 2,388,570	Basketball backboards, poles and goals.	Registered	9/19/00
SLAM JAM	US 1,954,498	Basketball backboards and goals.	Registered	2/6/96
SMART CLIPS	US 2,770,343	Basketball equipment, namely, a safety clip for connecting a basketball goal net to a basketball goal rim.	Registered	9/30/03
SPECTRATECH	US 2,565,6477	Basketball backboards and goals.	Registered	4/30/02
SPIN MOVE	US 2,428,900	Basketball backboards and goals.	Registered	2/13/01
SUPER JAM	US 1,992,126	Basketball backboards and goals.	Registered	8/6/96
SURE SHOT	CA 501,843	Basketball backboards, poles and goals.	Registered	10/6/98

INTELLECTUAL PROPERTY TRADEMARKS

BILLY CORPORATION SPORTS

<u>MARK</u>	<u>COUNTRY REG./SER. NO.</u>	<u>GOODS</u>	<u>STATUS</u>	<u>REG./FILING DATE</u>
THE BEAST	US 2,689,481	Basketball equipment, namely, blow-molded, water-filled bases for use with portable basketball systems	Registered	2/18/03
THE BRUTE	US 2,716,613	Basketball equipment, namely, blow-molded, water-filled bases for use with portable basketball systems	Registered	5/13/03
THE SPYDER	US 2,814,273	Basketball goal and backboard assemblies	Registered	2/10/04
TIP IN	US 2,344,084	Basketball backboards and goals	Registered	4/18/04
TRANSITION	US 2,543,320	Basketball equipment.	Registered	2/26/02
TUFF STUFF	US 2,201,586	Basketball backboards and goals	Registered	11/3/98
TWILIGHT	US 2,550,844	Lighted basketball backboards, poles and goals; lighted balls; lighted sports gear	Registered	3/19/02
TWILIGHT	TW 928,898	Lighted sporting balls.	Registered	2/1/01
U TURN LIFT SYSTEM	US 2,289,366	Basketball backboard lift system.	Registered	10/26/99
WIDE BODY	US 2,437,380	Weight bearing base ballasts.	Registered	3/20/01
WIDE BODY	US 2,524,588	Basketball backboards and goals.	Registered	1/1/02
ZERO GRAVITY	US 2,325,669	Basketball backboards and goals.	Registered	3/07/00
ZONE ATTACK	US 2,034,556	Portable basketball units.	Registered	1/28/97
COBRA	US 78/309426	Basketballs	Pending	10/4/03
DEMON	US 78/309427	Basketball equipment and inflatable sports balls	Pending	10/4/03

TRADEMARK

REEL: 002922 FRAME: 0324

INTELLECTUAL PROPERTY - TRADEMARKS

HULLY CORPORATION - SPORTS

<u>MARK</u>	<u>COUNTRY REG./SER. NO.</u>	<u>GOODS</u>	<u>STATUS</u>	<u>REG./FILING DATE</u>
GOT GAME?	US 78/287190	Croquet sets, Bean bag toss sets, Bocce sets, Horseshoes, Flying discs, Ring toss, Frisbee golf, Volleyball sets, Badminton sets	Pending	8/14/03
INSTAHOOP	US 78/224430	Basketball goal and backboard assemblies	Pending	3/12/03
INSTINCT	US 78/309428	Basketball goal and backboard assemblies; basketballs, footballs, soccer balls	Pending	10/4/03
LIMITED	US 78/269539	Inflatable sports balls	Pending	7/2/03
POWER FORCE	US 78/125643	Basketball backboards and goals; inflatable sports balls, portable basketball units	Pending	5/2/02
SURE SHOT	US 78/285465	Basketball goal and backboard assemblies	Pending	8/11/03
TORQUE	US 78/309424	Footballs, soccer balls	Pending	10/14/03
TURBULENCE	US 78/309425	Basketball backboards, poles and goals; basketballs, footballs, soccer balls..	Pending	10/4/03

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SCHEDULE B TO ASSIGNMENT OF TRADEMARKS AND DOMAIN NAMES

904084.01-New York Server 7A - MSW

TRADEMARK
REEL: 002922 FRAME: 0326

The following are domain names used or held for use by the Division:

- a. www.huffysports.com
- b. www.sureshot.com
- c. www.hydra-rib.com
- d. www.huffysports.biz
- e. www.hydrarib.biz
- f. www.hydra-rib.biz
- g. www.sureshot.biz
- h. www.twilight.biz
- i. www.twilightballs.biz
- j. www.huffy-sports.com
- k. www.huffysports.net
- l. www.gotgameusa.com