

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Old Town Canoe Company		01/04/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Leisure Life Limited		
Street Address:	4855 Broadmoor Avenue SE		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49512		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2543666	ESCAPE	
Registration Number:	2162308	ESCAPE	
CORRESPONDENCE DATA			
Fax Number:	(414)297-4900		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-271-2400		
Email:	ptomailmilwaukee@foley.com		
Correspondent Name:	Mark J. Diliberti		
Address Line 1:	777 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Julie Murphy		
Signature:	/Julie Murphy/		
Date:	01/10/2005		

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Old Town Canoe Company, a Delaware corporation with its principal place of business at 58 Middle Street, Old Town, Maine ("Assignor) is the owner of those trademarks (the "Marks") listed on the attached Schedule A, together with those registration (the "Registrations") therefore listed on the Schedule A; and

WHEREAS, Leisure Life Limited, a Michigan corporation with its principal place of business at 4855 Broadmoor Avenue SE, Grand Rapids, Michigan 49512 ("Assignee") wishes to acquire the Marks and the Registrations, together with the goodwill of the business in connection with which the Marks are used.

NOW, THEREFORE, for good and valuable consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title, and interest in an to the Marks and the Registrations, together wit the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the dated listed below.

OLD TOWN CANOE COMPANY

Dated: 1-4-05

D. P. Hagedorn
Signature

DAVID P. HAGEDORN, Secretary
Print Name and Title

Subscribed and sworn to before me this 4 day of January, 2005

Stacy Nuret
Notary Public

My Commission Expires: 1-28-07

SCHEDULE A

MARK	APPLICATION/REGISTRATION NO.
ESCAPE (Stylized)	2,543,666
ESCAPE	2,162,308