

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
Shakespeare Company, LLC		03/29/2005	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	St. Croix of Park Falls, Ltd.		
Street Address:	856 4th Avenue North		
City:	Park Falls		
State/Country:	WISCONSIN		
Postal Code:	54552		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76259366	TRIUMPH	
CORRESPONDENCE DATA			
Fax Number:	(612)288-9696		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-335-5070		
Email:	leviton@fr.com		
Correspondent Name:	Joel D. Leviton		
Address Line 1:	60 South Sixth Street		
Address Line 2:	Suite 3300		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Joel D. Leviton		
Signature:	/Joel D. Leviton/		
Date:	04/07/2005		

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Total Attachments: 1
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WHEREAS, Shakespeare Company, LLC, a limited liability company organized and existing under the laws of Delaware, having its principal place of business at 3801 Westmore Drive, Columbia, South Carolina ("Assignor") and St. Croix of Park Falls, Ltd., a corporation organized and existing under the laws of Wisconsin, having its principal place of business at 856 4th Avenue North, Park Falls, Wisconsin ("Assignee") entered into a Trademark License Agreement effective May 7, 2004 (the "License Agreement") for the trademark TRIUMPH in connection with fishing rods and reels (the "Mark");

WHEREAS, Assignor is the owner of United States Trademark Application Serial No. 76/259,366 for the trademark TRIUMPH in connection with fishing rods (the "Application"); and

WHEREAS, pursuant to Section 4.5 of the License Agreement, Assignee has exercised its option to purchase the Mark including all goodwill associated therewith and the Application.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, and sell unto Assignee, its successors and assigns all right, title, and interest in and to the Mark together with the goodwill of the business symbolized by the Mark, any and all causes of actions including all rights of recovery for past infringements of the Mark, and the Application. Assignor covenants that it or its representatives will, upon the request and at the expense of Assignee, but without further consideration, do all other lawful acts necessary to enable Assignee to obtain, maintain and enforce full benefits from the rights and interests herein assigned. Assignor acknowledges and agrees that (i) the License Agreement is no longer in effect as of the date this Assignment is executed, (ii) upon execution of this Assignment Assignor no longer has any rights or interest in or to the Mark, and (iii) Assignor will not use the Mark at anytime in the future.

This Assignment shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

IN WITNESS WHEREOF, Assignor, has executed and delivered this instrument this 29th day of MARCH, 2005.

SHAKESPEARE COMPANY, LLC.

By: Scott Hoysett

Its: PRESIDENT, SHAKESPEARE CO, LLC

STATE OF South Carolina)

COUNTY OF Richland) ss.

On this 29 day of March, 2005, before me personally appeared Scott Hoysett, known to me to be the President of the company described in the foregoing assignment and also known to me to be the person who executed the foregoing assignment on behalf of the company therein named, and acknowledged to me that such company executed the same.

SEAL

Layne H. Lutchlow
Notary Public