

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HUF Canada, Inc.		01/07/2005	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Lifestyle Brands Ltd.		
Street Address:	25 Vanley Crescent		
City:	Toronto		
State/Country:	CANADA		
Postal Code:	M3J 2B7		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1836720	LAMAR	
Registration Number:	2094141	LTD	
Registration Number:	2916239	LTD	
Serial Number:	78294649	LTD	
CORRESPONDENCE DATA			
Fax Number:	(416)631-3368		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	416-631-3366		
Email:	gstankus@lifestylebrands.ca		
Correspondent Name:	Gina Stankus		
Address Line 1:	25 Vanley Crescent		
Address Line 4:	Toronto, CANADA M3J 2B7		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

OP \$115.00 1836720

900023420

TRADEMARK  
REEL: 003070 FRAME: 0135

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Gina Stankus

Signature:

/ges 2005/

Date:

04/20/2005

**Total Attachments: 8**

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## ASSIGNMENT OF TRADEMARKS

**WHEREAS**, HUF Canada, Inc., a New Brunswick, Canada corporation, having a place of business at 225 Byers Road, Miamisburg, Ohio 45342 and Lamar Snowboards Inc., a Washington corporation, having a place of business at 225 Byers Road, Miamisburg, Ohio 45342 (collectively "**Assignors**"), are the owners of the trademarks and the trademark registrations and applications set forth on Schedule A of this Assignment (hereinafter collectively referred to as the "**Trademarks**");

**WHEREAS**, Lifestyle Brands Ltd. (formerly known as Collective Brands Inc.), an Ontario corporation, having a place of business at 25 Vanley Crescent, Toronto, Ontario, M3J 2B7 (hereinafter "**Assignee**"), desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks; and

**WHEREAS**, Assignors and Assignee are desirous of making this Assignment a matter of record.

**NOW, THEREFORE**, for good and valuable consideration the full receipt and sufficiency of which is hereby acknowledged (further detailed in a separate Asset Purchase Agreement), and intending to be legally bound hereby, Assignors hereby sell, assign, transfer and convey unto Assignee all of their right, title, and interest in and to the aforesaid Trademarks, together with the goodwill of the business symbolized by the Trademarks.

**FURTHER**, Assignors hereby covenant, agree and undertake to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademarks hereby assigned, all without further compensation to Assignors. Assignee is responsible for all other costs associated with maintenance of the Trademarks, including but not limited to the Apostille process where required and the recordation of title changes.


**FURTHER**, this Assignment constitutes a legal, valid and binding assignment by Assignors, enforceable against Assignors in accordance with its terms, except to the extent that the enforceability thereof may be limited by applicable bankruptcy, insolvency, reorganization or other similar laws affecting the enforcement of creditors' rights generally and by principles of equity regarding the availability of remedies.

**HUF CANADA, INC.**

By: Nancy A. Michaud  
Name: Nancy A. Michaud  
Title: Secretary

Subscribed and Sworn to before me this 7 day of January, 2005.

STATE OF OHIO )  
 )  
 ) SS  
COUNTY OF MONTGOMERY, )

  
Notary Public

JOYA L. MURR, Notary Public  
In and for the State of Ohio  
My Commission Expires May 31, 2009

My Commission Expires: \_\_\_\_\_

## LIFESTYLE BRANDS LTD.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Subscribed and Sworn to before me this \_\_\_\_\_ day of January, 2005.

PROVINCE OF ONTARIO )  
 ) ss.  
 )

Notary Public \_\_\_\_\_ My Commission Expires: \_\_\_\_\_

**FURTHER**, this Assignment constitutes a legal, valid and binding assignment by Assignors, enforceable against Assignors in accordance with its terms, except to the extent that the enforceability thereof may be limited by applicable bankruptcy, insolvency, reorganization or other similar laws affecting the enforcement of creditors' rights generally and by principles of equity regarding the availability of remedies.

**HUF CANADA, INC.**

By: \_\_\_\_\_  
Name: Nancy A. Michaud  
Title: Secretary

Subscribed and Sworn to before me this \_\_\_\_\_ day of January, 2005.

STATE OF OHIO )  
 )  
COUNTY OF MONTGOMERY, ) SS

Notary Public

My Commission Expires:\_\_\_\_\_

**LIFESTYLE BRANDS LTD.**

By: \_\_\_\_\_  
Name: KENNETH FINKELSTEIN  
Title: CHIEF FINANCIAL OFFICER

Subscribed and Sworn to before me this 7<sup>th</sup> day of January, 2005.

PROVINCE OF ONTARIO )  
 )  
 ) SS  
 )

Notary Public

My Commission Expires: 12 Jan 2016

LAMAR SNOWBOARDS INC.

By: Nancy A. Michaud  
Name: Nancy A. Michaud  
Title: Secretary

Subscribed and Sworn to before me this 7 day of January, 2005.

STATE OF OHIO

)

)

ss

COUNTY OF MONTGOMERY,

)

JOYA L. MURR, Notary Public  
In and for the State of Ohio  
My Commission Expires May 31, 2009

Joya L. Murr  
Notary Public

My Commission Expires: \_\_\_\_\_

Exhibit A to Assignment of Trademarks

HUF CANADA INC. TRADEMARK SCHEDULE  
(BOARD SPORTS)

TRADEMARK	COUNTRY	OWNER (REG. OWNER)	TITLE STEPS*	GOODS	APPLIC. NUMBER	FILING DATE	REGIST. NUMBER	REGIST. DATE	STATUS
LAMAR	Canada	HUF Canada Inc. (Gen-X Sports Sarl)	Done: Will Do: 8, 9	Snowboards, snowboard boots, snowboard bindings. Snowboard related accessories namely stomp pads, leashes, tools, locks, files, scrapers, irons, sharpeners and wax. Helmets and associated protective equipment. Sports related bags. Men's, women's and children's jackets, insulated jackets, fleece jackets, shirts, pants, jeans, shorts, sweatshirts, boots, short and long sleeve t-shirts, gloves, caps, footwear	7,188,905	27-Aug-93	N/A	N/A	Allowed.
LAMAR	United States	HUF Canada Inc. (Gen-X Sports Sarl)	Done: 1, 2, 7 Will Do: 8, 9	Posters, stickers and decals; jackets, shirts, pants, boots, gloves, caps; snowboards and snowboard bindings.	74/237,255	13-Jan-92	1,836,720	17-May-94	Registered.
LAMAR and Design	Japan	HUF Canada Inc. (Gen-X Sports Sarl)	Done: Will Need: 8, 9	Snowboard helmets; Sports bags; Snowboard boots; Snowboards; snowboard bindings, snowboard accessories, namely, stomp pads, snowboard leashes, snowboard wax, cables and locks for securing snowboard.	2001-94985	20-Oct-93	N/A	N/A	Pending; Office Action issued; one of marks cited is the LAMAR and Katakana mark which was supposed to have been assigned from Sanyo.
LAMAR and Katakana	Japan	Lamar Snowboards, Inc. (Sanyo K.K.)	Done: Will Need: TBD	Wax for skis, sporting, gymnastic implements ...	HCR-023596	18-Mar-96	4,081,478	14-Nov-97	Registered; assignment from Sanyo was over-inclusive and recodation was rejected, this issue is still not resolved.

TRADEMARK	COUNTRY	OWNER (REC. OWNER)	TITLE STEPS*	GOODS	APPLC. NUMBER	FILING DATE	REGIST. NUMBER	REGIST. DATE	STATUS
LAMAR and Design	Japan	HUF Canada Inc. (Lamar Snowboards, Inc.)	Done: Will Need: 3, 7, 8, 9	Shirts, T-shirts, sweatshirts, jackets, pants, shorts, other clothing (excluding Japanese style clothing); garters, sock suspenders, braces, bands, belts, footwear (excluding clogs, Japanese straw slippers or the like)	8109-023767	2-Mar-97	4,223,100	18-Dec-98	Registered.
LIMITED	Canada	HUF Canada Inc. (Gen-X Sports Sarl)	Done: 4, 5, 6, 7 Will Do: 8, 9	Snowboards	766,407	19-Oct-94	TMA 476,907	28-May-97	Registered (maintenance ceased)(no file).
LIMITED SNOWBOARDS	Canada	HUF Canada Inc. (Gen-X Sports Sarl)	Done: 4, 5, 6, 7 Will Do: 8, 9	Snowboards and snowboard bindings.	9843817	1-May-97	TMA 490,589	26-Feb-98	Registered (maintenance ceased)(no file).
LIMITED SUN LOGO DESIGN	Canada	HUF Canada Inc. (Gen-X Sports Sarl)	Done: 4, 5, 6, 7 Will Do: 8, 9	Snowboards, snowboard boots and bindings.	787,213	13-Jul-95	TMA 476,145	13-May-97	Registered (maintenance ceased)(no file).
LIMITED DISC LOGO DESIGN	Canada	HUF Canada Inc. (Gen-X Sports Sarl)	Done: 4, 5, 6, 7 Will Do: 8, 9	Snowboards, snowboard boots and bindings.	787,214	13-Jul-95	TMA 476,148	13-May-97	Registered (maintenance ceased)(no file).
LIMITED BAR LOGO DESIGN	Canada	HUF Canada Inc. (Gen-X Sports Sarl)	Done: 4, 5, 6, 7 Will Do: 8, 9	Snowboards, snowboard boots and bindings.	787,215	13-Jul-95	TMA 475,346	29-Apr-97	Registered (maintenance ceased)(no file).
LIMITED SUN SCISSORS LOGO DESIGN	Canada	HUF Canada Inc. (Gen-X Sports Sarl)	Done: 4, 5, 6, 7 Will Do: 8, 9	Snowboards, snowboard boots and bindings.	791,487	26-Sep-95	TMA 474,003	6-Apr-97	Registered (maintenance ceased)(no file).
LTD	United States	HUF Canada Inc. (Gen-X Sports Sarl)	Done: 4, 5, 6, 7 Will Do: 8, 9	Snowboards and snowboard bindings.	74-736,440	26-Sep-93	2,094,141	9-Sep-97	Registered.
LTD	United States	HUF Canada Inc. (Gen-X Sports Sarl)	Done: Will Do: 8, 9	Snowboard helmets (8); Sports bags (18); Snowboard boots (25)	78/294,649	2-Sep-93	N/A	N/A	Published: 10/12/2004.



TRADEMARK	COUNTRY	OWNER (REC. OWNER)	TITLE STEPS*	GOODS	APPLIC. NUMBER	FILING DATE	REGIST. NUMBER	REGIST. DATE	STATUS
LTD	United States	HUF Canada Inc. (Gen-X Sports Sarl)	N/A	Men's, women's and children's apparel, namely, jackets, insulated jackets, fleece jackets, shirts, pants, insulated pants, jeans, shorts, sweatshirts, vests, t-shirts, gloves, caps, footwear (25), snowboard accessories, namely, stomp pads, snowboard leashes, snowboard wax, cables and locks for securing snowboards, snowboard tool kits, comprised of maintenance tools, files, scrapers, irons, and sharpeners (28).	78/294,647	2-Sep-93	N/A	N/A	Published, opposed by The Limited for any clothing.
LTD	Canada	HUF Canada Inc. (Gen-X Sports Sarl)	Done: 4, 5, 6, 7 Will Do: 8, 9	Snowboards	785,774	22-Jun-95	TMA 466,331	26-Nov-96	Registered.
LTD	Canada	HUF Canada Inc. (Gen-X Sports Sarl)	Done: Will Do: 8, 9	Snowboard bindings and snowboard boots. Snowboard related accessories namely stomp pads, leashes, tools, locks, files, scrapers, irons, sharpeners and wax. Helmets and associated protective equipment. Sports related bags. Men's, women's and children's jackets, insulated jackets, fleece jackets, shirts, pants, jeans, shorts, sweatshirts, vests, short and long sleeve t-shirts, gloves, caps, footwear.	1,188,804	27-Aug-93	N/A	N/A	Pending.
LTD	Switzerland	HUF Canada Inc. (Limited Snowboards Inc.)	Done: Will Need: 4, 5, 6, 7, 8, 9	Classes 25, 28: Snowboard boots, snowboards and bindings for snowboards.	1996 3510	15-May-96	478081	15-Apr-98	Registered.
PREMISE	Common law if any	HUF Canada, Inc. (see Section 3.01(a)(iii))	N/A	Snowboards	N/A	N/A	N/A	N/A	N/A

\* Chain of Title Legend for LTD / LAMAR Trademarks:

- (1) Lamar Snowboards, Inc. → Gen-X Equipment AG  
(Assignment dated 1/01/2000)

- (2) Gen-X Equipment AG → Gen-X Sports AG  
(Name Change dated 11/23/2000)
- (3) Lamar Snowboards, Inc. → Gen-X Sports AG  
(Nunc pro tunc assignment as of 11/23/2000)
- (4) Limited Snowboards, Inc. → Gen-X Equipment Ltd.  
(Assignment dated 7/29/1999)
- (5) Gen-X Equipment Ltd. → Gen-X Sports Inc.  
(Nunc pro tunc assignment as of 12/31/1999)
- (6) Gen-X Sports Inc. → Gen-X Sports AG  
(Nunc pro tunc assignment as of 8/21/2002)
- (7) Gen-X Sports AG → Gen-X Sports Sàrl  
(Change of Form dated 8/22/2002)
- (8) Gen-X Sports Sàrl → Huffy Sports Sàrl  
(Name change dated 6/08/2004)
- (9) Huffy Sports Sàrl → HUF Canada, Inc.  
(Assignment dated 10/19/2004)