

12-07-2004

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
States Patent and Trademark Office

RECO  
TR



102895847..

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Western-Hoegge Co.

- Individual(s)
- General Partnership
- Corporation-State- California
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Execution Date(s) November 19, 2004

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Maurice Sporting Goods, Inc.

Internal

Address:

Street Address: 1910 Techny Road

City: Northbrook

State: IL

Country: Zip: 60065

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship Delaware
- Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 813773, 1440504, 1425510, 1447704

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Apache & Design

Penguin with the letter "I" being represented by the figure of a penguin bird.

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Farah P. Bhatti, Esq.

Internal Address:

Street Address: 18191 Von Karman Avenue, Suite 400

City: Irvine

State: CA Zip: 92612-7107

Phone Number: (949) 757-7148

Fax Number: (949) 851-9348

Email Address: fbhatti@mwe.com

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 160.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

- a. Credit Card Last 4 Numbers \_\_\_\_\_ Expiration Date \_\_\_\_\_
- b. Deposit Account Number 502203 Authorized User Name McDermott Will Emery

9. Signature: Farah Bhatti

Signature

12/1/04

Date

Farah P. Bhatti

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Registration Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

12/06/2004 6TOM11 00000013 50 203 813773

01 FC:8521 40.00 DA  
02 FC:8522 75.00 DA

700184958

CH \$160.00 502203 0613773

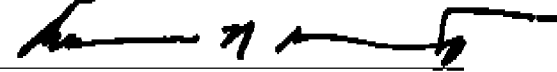
**TRADEMARK ASSIGNMENT**

WHEREAS, Western-Hoegge Co., a California Corporation (hereinafter called "Western-Hoegge"), is the owner of all the Trademarks listed on Schedule "A" of this Assignment;

WHEREAS, Maurice Sporting Goods, Inc., a Delaware Corporation ("Maurice"), desires to acquire all of Western-Hoegge's rights, title and interest in and to said Trademarks and the goodwill symbolized by such Trademarks;

NOW THEREFORE, for consideration set forth and other good and valuable consideration paid to Western-Hoegge, the receipt and sufficiency of which is hereby acknowledged, Western-Hoegge does hereby sell, assign and transfer unto Maurice, its successors and assigns, all of Western-Hoegge's right, title and interest in and to said Trademarks, and the goodwill symbolized by said Trademarks, the same to be held and enjoyed by Maurice, its successors and assigns; and Western-Hoegge hereby authorizes and requests the Commissioner of Patents and Trademarks to record the Assignment of the Trademarks listed in Schedule A as well as the goodwill symbolized by said Trademarks to Maurice, its successors and assigns, in accordance with the terms of this Assignment.

Western-Hoegge Co.

By: 

Name: ANDREW ELOWITZ

Title: V.P. LEGAL AFFAIRS

Maurice Sporting Goods, Inc.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**TRADEMARK ASSIGNMENT**

WHEREAS, Western-Hoegge Co., a California Corporation (hereinafter called "Western-Hoegge"), is the owner of all the Trademarks listed on Schedule "A" of this Assignment;

WHEREAS, Maurice Sporting Goods, Inc., a Delaware Corporation ("Maurice"), desires to acquire all of Western-Hoegge's rights, title and interest in and to said Trademarks and the goodwill symbolized by such Trademarks;

NOW THEREFORE, for consideration set forth and other good and valuable consideration paid to Western-Hoegge, the receipt and sufficiency of which is hereby acknowledged, Western-Hoegge does hereby sell, assign and transfer unto Maurice, its successors and assigns, all of Western-Hoegge's right, title and interest in and to said Trademarks, and the goodwill symbolized by said Trademarks, the same to be held and enjoyed by Maurice, its successors and assigns; and Western-Hoegge hereby authorizes and requests the Commissioner of Patents and Trademarks to record the Assignment of the Trademarks listed in Schedule A as well as the goodwill symbolized by said Trademarks to Maurice, its successors and assigns, in accordance with the terms of this Assignment.





Western-Hoegge Co.

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

Maurice Sporting Goods, Inc.

By: Jory Katlin  
Name: Jory Katlin  
Title: Pres - CEO

**SCHEDULE A**  
**TRADEMARKS**

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>FILING DATE</u>
	813,773	May 4, 1964
	1,440,504	August 6, 1986
	1,425,510	March 27, 1986
	1,447,704	November 29, 1985

ORC 351453-1.023184.0029

# McDermott Will & Emery

Boston Brussels Chicago Düsseldorf London Los Angeles Miami Milan  
Munich New York Orange County Rome San Diego Silicon Valley Washington, D.C.

## FACSIMILE

**Date:** June 3, 2005

**Time Sent:**

<b>To:</b>	<b>Company:</b>	<b>Facsimile No:</b>	<b>Telephone No:</b>
Kimberly White, Examiner	Assignment Recordation Services, Director of the USPTO	(703) 306-5995	(703) 308-9723
<b>From:</b>	Blanca Munoz	<i>Direct Phone:</i>	949.757.6005
<i>E-Mail:</i>	bmunoz@mwe.com	<i>Direct Fax:</i>	(949) 851-9348
<i>Sent By:</i>	Blanca Munoz	<i>Direct Phone:</i>	(949) 757-6005
<i>Client/Matter/Tkpr:</i>	023184-0029-7857	<i>Original to Follow by Mail:</i>	No
		<i>Number of Pages, Including Cover:</i>	7

**Re:** Recordation of Trademark Assignment

**Message:**

Dear Kimberly,

Per your letter dated May 19, 2005, I have included the execution date on the cover sheet. Please have the Assignment recorded and confirm recordal of same. Also, please confirm receipt of these documents.

Should you have any questions, please do not hesitate to contact me.

The information contained in this facsimile message is legally privileged and confidential information intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, or copy of this facsimile is strictly prohibited. If you have received this facsimile in error, please notify us immediately by telephone and return the original message to us at the below address by mail. Thank you.

**IF YOU DO NOT RECEIVE ALL OF THE PAGES, PLEASE CALL AS SOON AS POSSIBLE.**

Main Facsimile: 949.851.9348 Facsimile Operator: 949.757.7100

U.S. practice conducted through McDermott Will & Emery LLP.

18191 Von Karman Avenue Suite 400 Irvine, California 92612-7107

Telephone: 949.851.0633

ORC 365555-1.023184.0029

**TRADEMARK**

**REEL: 003126 FRAME: 0737**

**R** **RECEIVED** **D**  
**MAY 27 2005**



**MW&E**

**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
 DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

MAY 19, 2005

PTAS



\*102895847A\*

FARAH P. BHATTI, ESQ.  
 18191 VON KARMAN AVENUE,  
 SUITE 400  
 IRVINE, CA 92612-7107

UNITED STATES PATENT AND TRADEMARK OFFICE  
 NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 102895847

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE,  
 MAIL STOP: ASSIGNMENT SERVICES DIVISION, P.O. BOX 1450, ALEXANDRIA, VA 22313.  
 IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE,  
 YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT  
 703-308-9723.

1. FOR FASTER SERVICE RESUBMIT ALL DOCUMENTATION TO 703-306-5995.
2. THE COVER SHEET SUBMITTED FOR RECORDING IS NOT ACCEPTABLE. AN EXECUTION DATE MUST BE INDICATED FOR EACH CONVEYING PARTY.

KIMBERLY WHITE, EXAMINER  
 ASSIGNMENT DIVISION  
 OFFICE OF PUBLIC RECORDS

**TRADEMARK**

# McDermott Will & Emery

Boston Brussels Chicago Düsseldorf London Los Angeles Miami Milan  
Munich New York Orange County Rome San Diego Silicon Valley Washington, D.C.

December 1, 2004

VIA U.S. EXPRESS MAIL

Mail Stop Assignment Recordation Services  
Director of the U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: Recordation of Trademark Assignment  
Client-Matter No. 023184-0029

Dear Sirs:

Enclosed please find a Recordation Form Cover Sheet and a Trademark Assignment document for recordation. Please have the Trademark Assignment recorded and confirm recordal of same.

Please debit Deposit Account No. 502203 in the amount of \$160.00 to cover the fees associated with the recordation. Any additional fees associated with this recordation should be charged to Deposit Account No. 502203, and any excess fees should be credited to Deposit Account No. 502203.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

*Farah Bhatti/bm*  
Farah P. Bhatti

FPB/bm  
Enclosures

cc: David M. Wheeler, Esq.