

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bob Michaels Outdoor Sports, Inc.		12/01/2005	CORPORATION: ARKANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EBSCO Industries, Inc.		
<b>Street Address:</b>	5724 Highway 280 East		
<b>City:</b>	Birmingham		
<b>State/Country:</b>	ALABAMA		
<b>Postal Code:</b>	35242		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	76613354	FRED C YOUNG	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)685-7070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(404) 815-3770		
<b>Email:</b>	caholland@sgrlaw.com		
<b>Correspondent Name:</b>	Christopher A. Holland		
<b>Address Line 1:</b>	1230 Peachtree St., N.E.		
<b>Address Line 2:</b>	Promenade II, Suite 3100		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>ATTORNEY DOCKET NUMBER:</b>	043523.452		
<b>NAME OF SUBMITTER:</b>	Christopher A. Holland		
<b>Signature:</b>	/cah/		
<b>Date:</b>	12/02/2005		

OP \$40.00 76613354

Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

WHEREAS, Bob Michaels Outdoor Sports, Inc, a corporation of the State of Arkansas, with a principal place of business in Hot Springs ARKANSAS 71902 ("Assignor"), has adopted and used the Mark "FRED C. YOUNG" ("the Mark") in connection with the following goods: FISHING EQUIPMENT, NAMELY, LURES and ARTIFICIAL BAITS; and

WHEREAS, Assignor owns a federal trademark application for registration of the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods identified therein, namely Serial No. 76613354 filed on September 29, 2004; and

WHEREAS, EBSCO Industries, Inc., a corporation incorporated in the state of Delaware, with its principal place of business at 5724 Highway 280 East Birmingham ALABAMA 35242 ("Assignee"), has previously used the names Fred Young and Fred C. Young in connection with the sale and marketing of fishing lures and desires to acquire all rights of assignor in the Mark and the above-referenced application for registration as a successor to the portion of the business of BMOS to which the mark pertains, namely the sale of fishing equipment under the mark Fred C. Young, free and clear of all liabilities or obligations of Assignor;

Assignor warrants that the mark has not be pledged or otherwise encumbered to any third party and that no liabilities or obligations of the business of Assignor attach to this assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the application therefore.

Bob Michaels Outdoor Sports Inc.  
By: [Signature]  
Michael R. Cordell  
It's President

Dated effective as of: 12/1/05

SUBSCRIBED and SWORN to before me this 1 of Dec, 2005.

[Signature]  
Notary Public  
My Commission Expires: 11-25-2008

Official Seal  
Mandi Leigh Burnett  
Notary Public, State of Arkansas  
Hot Spring County  
My Commission Expires November, 25, 2008