

## 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
HP Hood LLC		02/03/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	CorBranz Marketing Group, LLC		
Street Address:	16814 126th Street		
City:	Kearney		
State/Country:	MISSOURI		
Postal Code:	64060		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	75782254	SPORTABLES	
Registration Number:	2462656	SPORTABLES	
CORRESPONDENCE DATA			
Fax Number:	(816)382-6625		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	816-460-1825		
Email:	psumners@levycraig.com		
Correspondent Name:	Peter L. Sumners		
Address Line 1:	1301 Oak Street		
Address Line 4:	Kansas City, MISSOURI 64106		
ATTORNEY DOCKET NUMBER:	6701.001		
NAME OF SUBMITTER:	Peter L. Sumners		
Signature:	/peter l. sumners/		
Date:	02/15/2006		

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Total Attachments: 1  
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## TRADEMARK ASSIGNMENT

WHEREAS, HP Hood LLC, a Delaware limited liability company, having its place of business at 90 Everett Avenue, Suite 200, Chelsea, Massachusetts 02150 ("HP Hood") owns right, title and interest in and to the mark "SPORTABLES," U.S. Patent and Trademark Office Serial No. 75/782,254 and Registration No. 2,462,656 (the "Mark"); and

WHEREAS, HP Hood wishes to transfer its ownership of the Mark to CorBranz Marketing Group, LLC, a Wisconsin limited liability company, having its place of business at 16814 126th Street, Kearney, Missouri 64060 ("CorBranz");

NOW, THEREFORE, HP Hood hereby assigns, sets over, transfers and remises to CorBranz all of HP Hood's right, title and interest in and to the Mark including, but not limited to, any applications (pending or expired), registrations, extensions and renewals in the U.S., together with the common law rights and the goodwill of the business symbolized by the Mark, and together with the right to recover for damages and profit from past infringement thereof, if any.

IN WITNESS WHEREOF, HP Hood LLC, a Delaware limited liability company, has executed this Trademark Assignment effective as of February 3rd 2006.

HP HOOD, LLC,  
a Delaware limited liability company

By: Paul C. Nightingale  
Printed Name: Paul C. Nightingale  
Title: Vice President & General Counsel  
Date: February 3, 2006

STATE OF Massachusetts )  
COUNTY OF Middlesex ) SS

On this 3 day of February, 2006, before me appeared Paul C. Nightingale, to me personally known, who being by me duly sworn, did say that he/she is the Vice President & General Counsel of HP Hood, LLC, a Delaware limited liability company, and said Paul C. Nightingale acknowledged execution of the foregoing instrument to be the free act and deed of said limited liability company.

IN WITNESS WHEREOF, I have hereunto subscribed my name and affixed my official seal the day and year last above written.

Carol-Lynn Clapp  
Notary Public

My Commission Expires:

5/18/2008