

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet 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 |
| RCP Enterprises, Inc. | | 06/27/2006 | CORPORATION: COLORADO |
| RECEIVING PARTY DATA | | | |
| Name: | Nite Ize, Inc. | | |
| Street Address: | 5735-E Arapahoe Avenue | | |
| City: | Boulder | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80302 | | |
| Entity Type: | CORPORATION: COLORADO | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2387536 | FRIEND | |
| Registration Number: | 2313735 | | |
| Registration Number: | 2237945 | NITE IZE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (720)931-3000 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Phone: | 720-931-3000 | | |
| Email: | ipdocketing@lathropgage.com | | |
| Correspondent Name: | David J. Lee | | |
| Address Line 1: | 4845 Pearl East Circle, Suite 300 | | |
| Address Line 4: | Boulder, COLORADO 80301 | | |
| ATTORNEY DOCKET NUMBER: | 451286/451289/451291 | | |
| NAME OF SUBMITTER: | David J. Lee | | |
| Signature: | /David J. Lee/ | | |

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900052131

TRADEMARK
REEL: 003338 FRAME: 0418

Date:

06/28/2006

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT is made this 27 day of June, 2006, from RCP Enterprises, Inc., a Colorado corporation (the "Assignor") having its principal place of business at 5735-E Arapahoe Avenue, Boulder, Colorado 80302, to Nite Ize, Inc., a Colorado corporation (the "Assignee") having its principal place of business at 5735-E Arapahoe Avenue, Boulder, Colorado 80302.

W I T N E S S E T H:

WHEREAS, the Assignor is the owner of all rights, title, and interest in and to the Trademarks and Trademark Registrations listed on Schedule A attached and hereinafter referred to as the "Trademarks"; and

WHEREAS, the Assignee is desirous of acquiring the entire rights in and to the Trademarks;

NOW, THEREFORE, to all whom it may concern, be it known that said Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, has sold, assigned, transferred, and set over, and by these presents does hereby sell, assign, transfer, and set over to said Assignee, its successors and assignees the entire right, title, and interest in and to said Trademarks and to the good will of the business symbolized by said Trademarks, said right, title, and interest to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by said Assignor had this assignment not been made; together with all claims for damages by reason of past infringement of said Trademarks, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assignee or other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused these presents to be executed by an officer thereof, thereunto duly authorized this 27 day of June, 2006.

RCP ENTERPRISES, INC.

By: 

Name:

Rick Case

Title:

President

SCHEDULE A

| TRADEMARK | Serial Number | Registration Number |
|---------------------------|----------------------|----------------------------|
| FRIEND (word mark) | 75/746,143 | 2,387,536 |
| DESIGN ONLY (animal head) | 75/568,906 | 2,313,735 |
| NITE IZE (word mark) | 75/137,013 | 2,237,945 |