

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/26/2000

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Backcountry Store		08/21/2006	LIMITED LIABILITY COMPANY: UTAH

**RECEIVING PARTY DATA**

Name:	Backcountry.com, Inc.
Street Address:	1678 West Redstone Center Drive, Suite 210
City:	Park City
State/Country:	UTAH
Postal Code:	84098
Entity Type:	CORPORATION: UTAH

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2380773	THE BACKCOUNTRY STORE

**CORRESPONDENCE DATA**

Fax Number: (801)532-7750  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 801-532-7840  
 Email: susana@pwlaw.com  
 Correspondent Name: Susan Allen  
 Address Line 1: 185 South State Street, Suite 1300  
 Address Line 4: Salt Lake City, UTAH 84111

NAME OF SUBMITTER:	Susan Allen
Signature:	/SUSAN ALLEN/
Date:	08/22/2006

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Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made as of October 26, 2000, by The Backcountry Store, a Utah limited liability company ("Assignor"), to Backcountry.com, Inc., a Utah corporation ("Assignee").

WHEREAS, Assignor is the record owner of the following trademark (the "Mark") registered with the United States Patent and Trademark Office:

MARK	USPTO REGISTRATION NO.
THE BACKCOUNTRY STORE	2,380,773

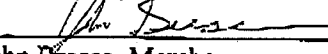
WHEREAS, Assignee, having a place of business located at 1678 West Redstone Center Drive, Suite 210, Park City, UT 84098, desires to acquire all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the above-specified registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers, and conveys unto Assignee all of Assignor's right, title, and interest in and to the Mark, including but not limited to the goodwill of the business symbolized by and associated with the Mark and including the above-specified registration.

Date: 5/21/06

**THE BACKCOUNTRY STORE,**  
a Utah limited liability company

By:   
Jim Holland, Member

By:   
John Bresee, Member