

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
Dunlop Sports Group Americas, Inc.		01/08/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Taylor Made Golf Company, Inc.		
Street Address:	5545 Fermi Court		
City:	Carlsbad		
State/Country:	CALIFORNIA		
Postal Code:	92008		
Entity Type:	COMPANY:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1489555	RED MAX	
Registration Number:	1491319	MAX PLUS	
CORRESPONDENCE DATA			
Fax Number:	(415)434-3947		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-434-9100		
Email:	jchernila@smrh.com		
Correspondent Name:	Michelle D. Kahn		
Address Line 1:	Sheppard Mullin Richter & Hampton LLP		
Address Line 2:	4 Embarcadero Center, 17th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111-4109		
ATTORNEY DOCKET NUMBER:	0EKM-104867		
NAME OF SUBMITTER:	Michelle D. Kahn		
Signature:	/mdk/		

CH 1489555 \$65.00

Date:

01/08/2007

Total Attachments: 2

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ASSIGNMENT OF RIGHTS
DSGA to TMaG

THIS ASSIGNMENT OF RIGHTS (this "Assignment") is made this 8th day of January, 2007 by Dunlop Sports Group Americas, Inc., a company organized under the laws of the State of Delaware, with a principal place of business at 100 Dunlop Drive, Westminster, South Carolina 29693 ("Assignor") in favor of Taylor Made Golf Company, Inc., a company organized under the laws of the State of Delaware, with a principal place of business at 5545 Fermi Court, Carlsbad, California, United States of America (Assignee").

WHEREAS, Assignor desires to transfer to Assignee all right, title and interest in and to the trademark registrations, which are set forth on Exhibit "A" hereto, and any copyrights related thereto, and all common law rights created from the use or license of those trademarks by Assignor, its Affiliates, and licensees (collectively, the "Rights");

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to the Assignee all right, title and interest in and to the Rights, together with all goodwill of the business in relation to which such Rights are used, including all rights, privileges and advantages thereto including without limitation, the right to take proceedings and recover damages and obtain all other remedies in respect of past infringements thereof. Assignor further agrees to execute any further documents and take any reasonable actions which may be required to transfer and effect a valid recordal of this Assignment.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed as of the date and year first above written.

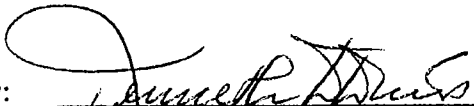
ASSIGNOR:

Dunlop Sports Group Americas, Inc., a
company organized under the laws of the State
of Delaware

By:

Name:

Title:



Kenneth D. Daiss

Secretary


ASSIGNEE:

Taylor Made Golf Company, Inc.,
a Delaware corporation

By:

Name:

Title:



William S. Keimus, Esq.

Senior Vice President and
General Counsel

Exhibit A

Mark	Class	Serial No.	Reg. No.
RED MAX	28	73/691,486	1,489,555
MAX PLUS	28	73/691,613	1,491,319