

TRADEMARK ASSIGNMENT

Electronic 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
PULL'R HOLDINGS LLC		03/28/2007	LIMITED LIABILITY COMPANY: DELAWARE
MAASDAM POW'R PULL, INC.		03/28/2007	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	PULL'R HOLDING COMPANY, LLC
Street Address:	1000 Greenleaf Avenue
City:	Elk Grove Village
State/Country:	ILLINOIS
Postal Code:	60007
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	3120209	DEATH STICK
Registration Number:	3198247	
Serial Number:	78521376	DEAD ON
Registration Number:	3205004	DEAD ON
Serial Number:	77080175	DEAD ON
Registration Number:	2876057	BUCKET BOSS
Registration Number:	2510425	TI7
Registration Number:	2571158	DEAD ON
Registration Number:	2544243	FRAMER'S RIG
Registration Number:	2412442	TITANIUM
Registration Number:	2412443	TITANIUM
Registration Number:	2742408	DEAD ON
Registration Number:	2389327	EXHUMER

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Registration Number:	2270291	GATEMOUTH
Registration Number:	2355740	GATEMOUTH GUNNER
Registration Number:	1918757	KNEE KEEPERS
Registration Number:	1625661	BUCKET BOSS
Registration Number:	2990891	JACKALL
Registration Number:	2606813	MAASDAM POW'R-PULL

CORRESPONDENCE DATA

Fax Number: (213)630-5728

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 213-891-5011

Email: jhawke@buchalter.com

Correspondent Name: Jody Hawke

Address Line 1: 1000 Wilshire Boulevard, Suite 1500

Address Line 4: Los Angeles, CALIFORNIA 90017-2457

ATTORNEY DOCKET NUMBER:	F0949-0004
NAME OF SUBMITTER:	Jody Hawke
Signature:	/Jody Hawke/
Date:	03/29/2007

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Assignment granted on this 28 day of March, 2007, by PULL'R HOLDINGS LLC, Delaware limited liability company and MAASDAM POW'R PULL, INC., a California corporation (collectively, the "Assignors") in favor of PULL'R HOLDING COMPANY, LLC, a Delaware limited liability company ("Assignee"), as follows:

WITNESSETH

WHEREAS, Assignors entered into an Asset Purchase Agreement, dated August 22, 2006, with Assignee (the "Agreement"), pursuant to which the Assignors assigned and granted to Assignee all of Assignors' rights, title and interest in and to certain trademarks, trademark applications, and trademark rights, as more specifically listed on Exhibit A attached hereto together with the goodwill associated therewith (the "Trademarks").


WHEREAS, the Assignors wish to assign all of their rights, title and interest in and to the Trademarks to the Assignee and to assign all of Assignors' liens, claims and encumbrances respecting the Trademarks, without representation or warranty (collectively, the "Rights").

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignors hereby assign, transfer and deliver their entire rights, title and interest, including all rights of action and damages for past infringement, in and to the Trademarks and the Rights, and the registration for such of said Trademarks as are registered, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, licensees or other legal representatives.


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IN WITNESSETH WHEREOF, the undersigned, by and through this instrument to be executed on the date first written above.

MAASDAM POW'R PULL, INC.

By: 
Name: ROBERT G. ADAMS
Title: PRESIDENT

PULL'R HOLDINGS LLC

By: 
Name: ROBERT G. ADAMS
Title: PRESIDENT

PULL'R HOLDING COMPANY, LLC


By: 
Name: ROBERT G. ADAMS
Title: PRESIDENT

EXHIBIT A**TRADEMARKS**

No.	Status/Liens	Owner	Trademark	Reg. No./ Serial No.	Reg. Date/ File Date
1.	Registered	PULL'R HOLDINGS LLC	DEATH STICK	3,120,209	7/25/2006
2.	Registered	PULL'R HOLDINGS LLC	DESIGN ONLY	3,198,247	1/16/2007
3.	Pending	PULL'R HOLDINGS LLC	DEAD ON	78-521,376	4/4/2006
4.	Registered	PULL'R HOLDINGS LLC	DEAD ON	3,205,004	2/6/2007
5.	Pending	PULL'R HOLDINGS LLC	DEAD ON	77-080,175	1/10/2007
6.	Registered	PULL'R HOLDINGS LLC	BUCKET BOSS	2,876,057	8/24/2004
7.	Registered	PULL'R HOLDINGS LLC	T17	2,510,425	11/20/2001
8.	Registered	PULL'R HOLDINGS LLC	DEAD ON	2,571,158	5/21/2002
9.	Registered	PULL'R HOLDINGS LLC	FRAMER'S RIG	2,544,243	3/5/2002
10.	Registered	PULL'R HOLDINGS LLC	TITANIUM	2,412,443	12/12/2000
11.	Registered	PULL'R HOLDINGS LLC	TITANIUM	2,412,442	12/12/2000
12.	Registered	PULL'R HOLDINGS LLC	DEAD ON	2,742,408	7/29/2003
13.	Registered	PULL'R HOLDINGS LLC	EXHUMER	2,389,327	9/26/2000
14.	Registered	PULL'R HOLDINGS LLC	GATEMOUTH	2,270,291	8/17/1999
15.	Registered	PULL'R HOLDINGS LLC	GATEMOUTH GUNNER	2,355,740	6/6/2000

No.	Status/Liens	Owner	Trademark	Reg. No./ Serial No.	Reg. Date/ File Date
16.	Registered	PULL'R HOLDINGS LLC	KNEE KEEPERS	1,918,757	9/12/1995
17.	Registered	PULL'R HOLDINGS LLC	BUCKET BOSS	1,625,661	12/4/1990
18.	Registered	MAASDAM POW'R- PULL INCORPORATED	JACKALL	2,990,891	9/6/2005
19.	Registered	MAASDAM POW'R- PULL INCORPORATED	MAASDAM POW'R-PULL	2,606,813	8/13/2002