

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
Sportshack, Inc.		06/14/2007	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	SURESOURCE, INCORPORATED		
Street Address:	20 Constitution Blvd. South		
City:	Shelton		
State/Country:	CONNECTICUT		
Postal Code:	06484		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2283388	SNOWSHACK	
CORRESPONDENCE DATA			
Fax Number:	(860)275-8299		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	860-275-8288		
Email:	awergeles@rc.com		
Correspondent Name:	Amy Span Wergeles, Esq		
Address Line 1:	280 Trumbull Street		
Address Line 2:	Robinson & Cole LLP		
Address Line 4:	Hartford, CONNECTICUT 06103		
ATTORNEY DOCKET NUMBER:	26619.0005		
NAME OF SUBMITTER:	Amy Span Wergeles		
Signature:	/Amy Span Wergeles/		

OP \$40.00 2283388

Date:

06/20/2007

Total Attachments: 3

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DEED OF ASSIGNMENT OF TRADEMARK

This ASSIGNMENT (this "Agreement"), dated as of June 14, 2007 (the "Effective Date") is from Sportshack, Inc., a Massachusetts corporation ("Assignor") to SureSource, Incorporated, a Connecticut corporation ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to United States Trademark Registration No. 2,283,388 for the mark SNOWSHACK ("Trademark"); and

WHEREAS, pursuant to that certain Asset Purchase Agreement by and between SureSource, Incorporated and SportShack, Inc. dated May 23, 2007 ("Purchase Agreement") Assignor desires to transfer the Trademark effective as of the Effective Date to Assignee.

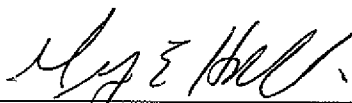
NOW, THEREFORE, in consideration of the foregoing premises, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby assigns and transfers unto Assignee, its successors, heirs and assigns all right, title and interest in and to the Trademark, including without limitation the right to any registrations thereof, the right to prosecute any applications therefor, the right to sue for past and future infringement and the right to the goodwill of the business connected with the use of and symbolized by the mark.
2. Further Assurances. Assignor will execute any and all additional documents and take any further actions that may be reasonably necessary for Assignee to perfect the transfer of rights set forth herein.
3. Binding Provisions. This Agreement is binding upon, and inures to the benefit of, the parties hereto and their respective heirs, executors, legal representatives, successors, and permitted assigns.
4. Representations. This Agreement is subject to the terms and conditions of the Purchase Agreement, and the respective representations, warranties, covenants, agreements and obligations made in the Purchase Agreement by the parties to the Purchase Agreement and incorporated herein by reference, constitute an integral part of this Agreement.
5. Governing Law. All questions concerning the construction, validity and interpretation of this Agreement and the performance of the obligations imposed by this Agreement shall be governed by the internal law, not the law of conflicts, of the State of Connecticut, United States of America.

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IN WITNESS WHEREOF, the parties hereto have executed and delivered this Deed of Assignment of Trademarks as of the Effective Date.

SPORTSHACK, INC.

By: 
Name: George E. Hall
Title: President

SURESOURCE, INCORPORATED


By: _____
Name:
Title:

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Deed of Assignment of Trademarks as of the Effective Date.

SPORTSHACK, INC.

By: _____
Name:
Title:

SURESOURCE, INCORPORATED

By:  _____
Name: Todd Holson
Title: President