

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
RODD & GUNN LIMITED		06/30/2006	CORPORATION: NEW ZEALAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PULP & GUNN HOLDINGS PTY LIMITED		
<b>Street Address:</b>	71 Munro Street		
<b>City:</b>	Auchenflower, Queensland 4066		
<b>State/Country:</b>	AUSTRALIA		
<b>Entity Type:</b>	CORPORATION: AUSTRALIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1725783	RODD & GUNN	
Registration Number:	2747954		
Registration Number:	2406453	RODD & GUNN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-813-5900		
<b>Email:</b>	anicolescu@fzlj.com		
<b>Correspondent Name:</b>	NANCY C. DICONZA		
<b>Address Line 1:</b>	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
<b>Address Line 2:</b>	866 UNITED NATIONS PLAZA		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	PULP 07/08105		
<b>DOMESTIC REPRESENTATIVE</b>			

CH \$90.00 1725783

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Nancy C. DiConza
Signature:	/anca nicolescu/
Date:	08/20/2007

**Total Attachments: 7**

source=0708105 - signed Assignment Deed (F0093493)#page1.tif  
source=0708105 - signed Assignment Deed (F0093493)#page2.tif  
source=0708105 - signed Assignment Deed (F0093493)#page3.tif  
source=0708105 - signed Assignment Deed (F0093493)#page4.tif  
source=0708105 - signed Assignment Deed (F0093493)#page5.tif  
source=0708105 - signed Assignment Deed (F0093493)#page6.tif  
source=0708105 - signed Assignment Deed (F0093493)#page7.tif

RODD & GUNN LIMITED

and

PULP & GUNN HOLDINGS PTY LIMITED

DEED OF ASSIGNMENT OF INTELLECTUAL PROPERTY

QUIGG  
PARTNERS

*Level 7, The Bagleys Building, 28 Brandon Street, PO Box 3035, Wellington, New Zealand  
Telephone 01 4 472 7471, Fax 01 4 472 7871*

BARRISTERS & SOLICITORS

TRADEMARK

REEL: 003604 FRAME: 0478

THIS DEED is made on 30 June 2006

## PARTIES

- 1 **RODD & GUNN LIMITED** (company number: 443722) having its registered office at Level 9, 8-10 Whitaker Place, Auckland ("Assignor")
- 2 **PULP & GUNN HOLDINGS PTY LIMITED** (company number: 107104629) having its registered office 71 Munro Street, Auchenflower, Queensland 4066, Australia ("Assignee")

## RECITALS

- A The Assignor owns the intellectual property described in schedule 1 and schedule 2 ("Intellectual Property").
- B Pursuant to an agreement relating to the purchase of the business and certain assets of Rodd & Gunn Limited dated on or about [ ] 2006 ("Sale Agreement"), the Assignor has agreed to assign the Intellectual Property to the Assignee.
- C This Deed effects, confirms and records the assignment of Intellectual Property.

## OPERATIVE PROVISIONS

1. Interpretation
  - 1.1 In this Deed, unless the context otherwise requires:
    - (a) a reference to a word in the singular includes the plural of the word and vice versa; and
    - (b) a reference to a party to this deed includes a reference to that party's successors and permitted assigns.
2. Assignment
  - 2.1 In consideration of the payment by the Assignee to the Assignor of good and valuable consideration pursuant to the Sale Agreement, the Assignor as legal and beneficial owner assigns to the Assignee:
    - (a) absolutely all of its right, title and interest in and to the Intellectual Property together with the goodwill of the business associated with the Intellectual Property that is used and/or registered.
    - (b) all rights, if any, that the Assignor has to take action against a third party for infringement of the Intellectual Property regardless of whether such infringement took place prior to or after the date of this Deed; and

(c) all common law and intellectual property rights, including copyright, in the Intellectual Property, any substantially identical or deceptively similar trade marks to those comprised in the Intellectual Property for the remainder of the term of those rights, including all renewals and extensions.

3. General

3.1 **Charges:** All stamp duties, taxes or other governmental charges arising out of this Deed shall be the responsibility of and payable by the Assignee.

3.2 **Further Assurances:** The Assignor must execute all such documents, forms and authorisations reasonably requested and prepared by or on behalf of the Assignee for completing or absolutely vesting the Assignor's right, title and interest in and to the Intellectual Property in the Assignee including any documents necessary to register such assignments.

3.3 **Governing Law:** This Deed is governed by the laws of New Zealand and the parties submit to the non-exclusive jurisdiction of the courts of New Zealand.

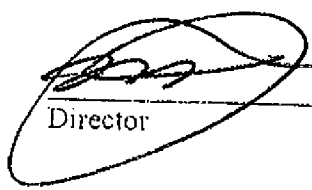
3.4 **Counterparts:** The parties may execute this deed in counterpart and the counterparts together shall constitute one instrument.

3.5 **Effective Date:** The assignment of the Intellectual Property as set out in this Deed shall take effect on and from 30 June 2006.

Executed as a Deed

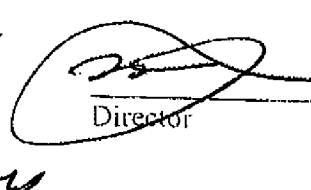
SIGNED for and on behalf of  
RODD & GUNN LIMITED by:

SIGN - R. Beagley  
NAME - RACHEL BEAGLEY  
ADDRESS - 71 MUNRO ST  
AUCHENFLOWER BRIS Q  
OCCUPATION - DESIGNER 4066

  
\_\_\_\_\_  
Director  
\_\_\_\_\_  
Director

SIGNED for and on behalf of  
PULP & GUNN HOLDINGS PTY  
LIMITED by:

SIGN - R. Beagley  
NAME - RACHEL BEAGLEY  
ADDRESS - 71 MUNRO ST AUCHENFLOWER BRIS Q  
OCCUPATION - DESIGNER 4066

  
\_\_\_\_\_  
Director  
\_\_\_\_\_  
Director

**Schedule 1**

**Domain Names**

roddandgunn.com  
outdoorheritage.com

Schedule 2

Trade Marks

COUNTRY: UNITED STATES OF AMERICA

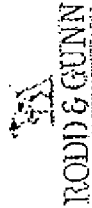


2747954 25

Clothing; namely pants, shirts, hats and caps, neckwear, jackets, rainjackets, raincoats, waterproof leggings, parkas, vests, underwear, skirts, dresses, sports shirts, knitted shirts, woolen shirts, t-shirts, singlets, tracksuits, shorts, socks, shoes, sandals, boots, slippers, ties, cravats, scarves.

21/12/00 In Force

05/08/03 417380US 05/0



1725783 25

Clothing; namely pants, shirts, hats, jackets, raincoats, rain jackets, vests, underwear, skirts, dresses, sport shirts, knitted shirts, woven shirts, t-shirts, singlets, track suits, shorts, pants, socks, shoes, sandals, boots, ties, cravats, scarves in Class 25.

08/07/88 In Force

20/10/92 364004US 20/



2477041 25

Distributorship services in the field of clothing, retail clothing, store services and design services in the field of clothing in Class 42.  
Footwear, being boots, shoes, slippers and sandals.

09/12/98 In Force

14/08/01 412472US 14/

21/11/00 414519US 21/1

In Force

31/01/00

25 Hats and caps.

2406453

  
RODD & GUNN

16/04/02 412676US 16/0

In Force

25/02/99

25 Clothing, footwear and headgear.

2,560,875

SPORTINGFIELD



( UPDATE DETAILS ) ( NEW SEARCH )

( COMPANY DETAILS | FORMER DIRECTORS | CHARGES - PPSR | HISTORIC ADDRESSES )

<b>Company Number</b>	443722	<a href="#">View Certificate Of Incorporation</a>
<b>Company</b>	ROGUN LIMITED	( EMAIL CERTIFICATE )
<b>Incorporated</b>	15-AUG-1989	<a href="#">View Online Extract</a>
<b>Current Status</b>	REGISTERED	( EMAIL EXTRACT )
<b>Entity Type</b>	Company	
<b>Constitution Filed</b>	Yes	
<b>Annual Return Filing Month</b>	February	

[Print This Page](#)

**Previous Names** (Names changed prior to 1992 may not be recorded)

Company Name	Date Changed
RODD & GUNN LIMITED	18-JUL-2006
SPECIALTY BRANDS LIMITED	31-OCT-2002
SPECIALTY RETAIL GROUP LIMITED	24-JUL-1997

**Address Details**

**Registered Office**

Level 9  
8-10 Whitaker Place  
Auckland

**Address for Service**

Level 9  
8-10 Whitaker Place  
Auckland

**Address for Records - statutory records**

Level 9  
8-10 Whitaker Place  
Auckland