

**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>    |
| Taylor Made Golf Company, Inc. |  | 02/11/2008            | CORPORATION: DELAWARE |

|                             |                             |
|-----------------------------|-----------------------------|
| <b>RECEIVING PARTY DATA</b> |                             |
| <b>Name:</b>                | Dick's Sporting Goods, Inc. |
| <b>Street Address:</b>      | 300 Industry Drive          |
| <b>Internal Address:</b>    | RIDC Park West              |
| <b>City:</b>                | Pittsburgh                  |
| <b>State/Country:</b>       | PENNSYLVANIA                |
| <b>Postal Code:</b>         | 15275                       |
| <b>Entity Type:</b>         | CORPORATION: DELAWARE       |

PROPERTY NUMBERS Total: 37

| Property Type        | Number  | Word Mark        |
|----------------------|---------|------------------|
| Registration Number: | 2809056 | A10              |
| Registration Number: | 1238974 | AUSTRALIAN BLADE |
| Registration Number: | 1106190 | BLACK MAX        |
| Registration Number: | 0876434 | BLUE MAX         |
| Registration Number: | 3057649 | D-TEC            |
| Registration Number: | 0816071 | ELITE            |
| Registration Number: | 1518134 | GO FOR THE MAX   |
| Registration Number: | 1489548 | GOLD MAX         |
| Registration Number: | 2568562 | LARGECORE        |
| Registration Number: | 2855234 | M3               |
| Registration Number: | 2354108 | MAX DISTANCE     |
| Registration Number: | 1491319 | MAX PLUS         |
| Registration Number: | 2448993 | MAX.FLEX         |

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|                      |          |                    |
|----------------------|----------|--------------------|
| Registration Number: | 1339277  | MAXFLI             |
| Registration Number: | 0164526  | MAXFLI             |
| Registration Number: | 2191164  | MAXFLI             |
| Registration Number: | 2718785  | MAXFLI             |
| Registration Number: | 2589157  | MAXFLI ELITE       |
| Registration Number: | 3332793  | MAXFLI FIRE        |
| Registration Number: | 2166621  | MAXFLI REVOLUTION  |
| Registration Number: | 2223285  | MAXFLI REVOLUTION  |
| Registration Number: | 2100044  | MAXFLI XS          |
| Registration Number: | 2100065  | MAXFLI XS          |
| Registration Number: | 2219731  | MAXFLI XS DISTANCE |
| Registration Number: | 2219732  | MAXFLI XS TOUR     |
| Registration Number: | 1489555  | RED MAX            |
| Registration Number: | 2248176  | REVOLUTION         |
| Registration Number: | 2546349  | REVOLUTION         |
| Registration Number: | 3001655  |                    |
| Registration Number: | 2811108  | SOFTMAX            |
| Registration Number: | 2333113  | TOUR FIRE          |
| Serial Number:       | 77112241 | BLACK MAX          |
| Serial Number:       | 78615304 | BLACK MAX          |
| Serial Number:       | 78427472 | BLUE MAX           |
| Serial Number:       | 78614331 | RED MAX            |
| Serial Number:       | 78614327 | SILVERMAX          |
| Serial Number:       | 77068834 | TOUR FIRE          |

**CORRESPONDENCE DATA**

Fax Number: (703)836-2021  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 703-836-6620  
Email: bassam.ibrahim@bipc.com  
Correspondent Name: Bassam N. Ibrahim  
Address Line 1: 1737 King Street  
Address Line 2: Suite 500  
Address Line 4: Alexandria, VIRGINIA 22314

|                         |                       |
|-------------------------|-----------------------|
| ATTORNEY DOCKET NUMBER: | 0039805/59            |
| NAME OF SUBMITTER:      | Jennifer L. Williston |

Signature:

/Jennifer L. Williston/

Date:

02/13/2008

Total Attachments: 7

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective as of February 11, 2008, by Taylor Made Golf Company, Inc., a corporation organized under the laws of the State of Delaware, ("Assignor") in favor of Dick's Sporting Goods, Inc. a corporation organized and existing under the laws of Delaware ("Assignee").

WHEREAS, Assignor is the owner and desires to convey and Assignee desires to obtain Assignor's entire right, title and interest in and to all of the trademark registrations, applications, and marks listed in Schedule 1 attached hereto (collectively, the "Marks") and all common law rights corresponding thereto;

NOW THEREFORE, be it known that, for and in consideration of good and valuable consideration, the receipt of which Assignor acknowledges, the parties hereto agree as follows:

1. This assignment covers (a) the Marks, including, without limitation, the trademarks, trade dress, trade names, and common law rights represented by any registrations or applications for registration listed in Schedule 1-Section II, together with the goodwill associated with the foregoing and the portion of the ongoing and existing business to which such applications for registration listed in Schedule 1-Section II pertain; (b) any extension or renewal of any such registration or application set forth in subsection (a) hereof; (c) any unregistered rights of Assignor in any of the Marks; (d) all rights of Assignor provided by international treaties and conventions with respect to the Marks, and all rights of Assignor to obtain trademarks and registrations thereto, in each case in all countries throughout the world where Assignor would otherwise have a right to obtain such registrations; and (e) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (e) hereof, collectively, the "Assigned Intellectual Property");

2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Assigned Intellectual Property, together with the goodwill of the business associated therewith and symbolized by the Assigned Intellectual Property, in its entirety, and with the portion of the business to which the applications for registration in Schedule 1-Section II pertain, Assignor hereby authorizes and requests any official of any country whose duty it is to issue registrations of the Assigned Intellectual Property to issue same to Assignee, its successors and assigns, in accordance with the terms of this Assignment.

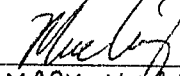
3. Assignor further covenants and agrees that it will, without further consideration, execute and deliver any and all papers that may be necessary or desirable to effect a valid recordation or perfect the title to the Assigned Intellectual Property in Assignee, its successors or assigns, in all applicable countries, it being understood that any and all expense incident thereto, including without limitation the execution of such papers, shall be borne by the Assignee, its successors and assigns.

4. All assignments to be executed, notarized and return to the attention of:

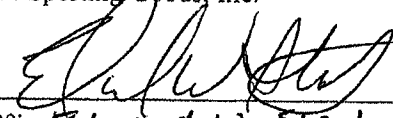
Bassam N. Ibrahim, Esq.  
Buchanan Ingersoll & Rooney, PC  
1737 King Street  
Suite 500  
Alexandria, VA 22314  
Telephone: 703-836-6620  
Facsimile: 703-836-2021  
email: bassam.ibrahim@bipc.com

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment.

Assignor:  
Taylor Made Golf Company, Inc.

By:   
Name: MARK KING  
Title: PRESIDENT & CEO

Assignee  
Dick's Sporting Goods, Inc.

By:   
Name: Edward W. Stack  
Title: CEO

NOTARIAL CERTIFICATE

UNITED STATES OF AMERICA )  
STATE OF California : ss.:  
COUNTY OF San Diego )

On February 6, 2008, before me, Rebecca J. Smith, Notary Public, personally appeared Mark King as President and Chief Executive Officer of Taylor Made Golf Company, Inc., a Delaware corporation, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity on behalf of which the person acted, executed the instrument.

WITNESS MY HAND AND OFFICIAL SEAL



*Rebecca J. Smith*  
Notary Public

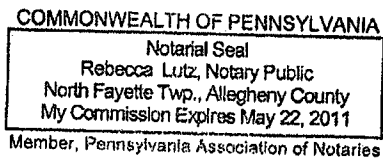
NOTARIAL CERTIFICATE

UNITED STATES OF AMERICA )  
COMM. STATE OF PENNSYLVANIA : ss.:  
COUNTY OF ALLEGHENY )

I, Rebecca Lutz, the undersigned Notary Public do hereby certify that Edward W. Stack as CEO of Dick's Sporting Goods, Inc. a Delaware corporation, who signed the foregoing Assignment document, was authorized on the 11<sup>th</sup> day of February, 2008, to execute the foregoing Assignment document on behalf of Dick's Sporting Goods, Inc., and to me acknowledged that he/she did sign the said document.


(STAMP AND SEAL)

*Rebecca Lutz*  
Notary Public




**SCHEDULE 1**

**SECTION I - UNITED STATES REGISTERED MARKS**


| <b>Mark</b>  | <b>Goods and/or Services</b>  | <b>Owner</b>                   | <b>Status</b>                       |
|--|---|--------------------------------|-------------------------------------|
| A 10 (Stylized)<br><br>Reg. No. 2,809,056 | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered                          |
| AUSTRALIAN BLADE<br>Reg. No. 1,238,974   | Golf clubs (Class 28)   | Taylor Made Golf Company, Inc. | Registered                          |
| BLACK MAX<br>Reg. No. 1,106,190  | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered                          |
| BLUE MAX<br>Reg. No. 876,434   | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered                          |
| D-TEC<br>Reg. No. 3,057,649  | Golf equipment, namely golf balls, golf clubs, golf club grips, wedges, irons, golf club heads, golf club shafts, and golf bags                       | Taylor Made Golf Company, Inc. | Registered                          |
| ELITE<br>Reg. No. 816,071  | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered                          |
| GO FOR THE MAX<br>Reg. No. 1,518,134   | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered                          |
| GOLD MAX<br>Reg. No. 1,489,548   | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered                          |
| LARGECORE<br>Reg. No. 2,568,562  | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered on Supplemental Register |
| M3<br>Reg. No. 2,855,234   | Golf equipment, namely golf clubs, golf grips, wedges, putters, shafts, golf balls, golf gloves, golf tees, golf club covers and golf bags (Class 28) | Taylor Made Golf Company, Inc. | Registered                          |
| MAX DISTANCE<br>Reg. No. 2,354,108   | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered                          |
| MAX PLUS   | Golf clubs (Class 28)   | Taylor Made Golf Company, Inc. | Registered                          |

| Mark                                     | Goods and/or Services   | Owner                          | Status     |
|--|---|--------------------------------|------------|
| Reg. No. 1,491,319                       |   |                                |            |
| MAX.FLEX<br>Reg. No. 2,448,993           | Golf gloves (Class 28)  | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI<br>Reg. No. 1,339,277             | Golf gloves (Class 28)  | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI<br>Reg. No. 164,526               | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI<br>MAXFLI<br>Reg. No. 2,191,164   | Umbrellas (Class 18)<br>Rainwear, hats, visors (Class 25)<br>Golf balls, golf clubs, golf gloves, golf club head covers, golf bags (Class 28) | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI<br>Reg. No. 2,718,785             | Sports equipment, namely, golf balls, golf clubs, golf club head covers, golf bags, golf gloves (Class 28)                                    | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI ELITE<br>Reg. No. 2,589,157       | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI FIRE<br>Reg. No. 3,332,793        | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI REVOLUTION<br>Reg. No. 2,166,621  | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI REVOLUTION<br>Reg. No. 2,223,285  | Hats (Class 25);<br>Golf clubs, golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI XS<br>Reg. No. 2,100,044          | Golf gloves (Class 28)  | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI XS<br>Reg. No. 2,100,065          | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI XS DISTANCE<br>Reg. No. 2,219,731 | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| MAXFLI XS TOUR<br>Reg. No. 2,219,732     | Golf balls (Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| RED MAX<br>Reg. No. 1,489,555            | Golf clubs (Class 28)   | Taylor Made Golf Company, Inc. | Registered |



| Mark  | Goods and/or Services   | Owner                          | Status     |
|---|---|--------------------------------|------------|
| REVOLUTION<br>Reg. No. 2,248,176  | Golf balls<br>(Class 28)  | Taylor Made Golf Company, Inc. | Registered |
| REVOLUTION<br>Reg. No. 2,546,349  | Golf gloves and golf bags<br>(Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| Roundel DESIGN<br><br>Reg. No. 3,001,655 | Golf equipment, namely golf clubs, golf balls, golf club grips, golf putters, golf club shafts, golf gloves, golf club covers and golf bags<br>(Class 28) | Taylor Made Golf Company, Inc. | Registered |
| SOFTMAX<br>Reg. No. 2,811,108   | Golf equipment, namely, golf gloves<br>(Class 28)   | Taylor Made Golf Company, Inc. | Registered |
| TOUR FIRE<br>Reg. No. 2,333,113   | Golf clubs and golf club shafts<br>(Class 28)   | Taylor Made Golf Company, Inc. | Registered |

**SECTION II - UNITED STATES PENDING APPLICATIONS**

| Mark  | Goods and/or Services  | Owner   | Status            |
|---|--|---|-------------------|
| BLACK MAX<br>BLACK MAX<br>Serial No.<br>77/112,241  | Golf equipment, namely, golf clubs, golf club headcovers<br>(Class 28)   | Taylor Made Golf Company, Inc.                                    | Pending - Allowed |
| BLACK MAX AND DESIGN<br><br>Serial No.<br>78/615,304 | Golf equipment, namely golf clubs, golf grips, putters, shafts, golf balls, golf clubheads, golf clubhead inserts, golf gloves, golf tees, golf club covers, and golf bags<br>(Class 28) | Taylor Made Golf Company, Inc.                                    | Pending - Allowed |
| BLUE MAX<br>Serial No.<br>78/427,472  | Golf equipment, namely golf clubs, golf grips, putters, shafts, golf balls, golf gloves, golf tees, golf club covers, and golf bags<br>(Class 28)  | Taylor Made Golf Company, Inc. dba Taylormade-Adidas Golf Company | Pending - Allowed |
| RED MAX   | Golf equipment,  | Taylor Made Golf  | Pending -         |

| Mark                                  | Goods and/or Services   | Owner                          | Status            |
|---------------------------------------|---|--------------------------------|-------------------|
| Serial No.<br>78/614,331              | namely golf clubs, golf grips, putters, shafts, golf balls, golf gloves, golf tees, golf club covers, and golf bags (Class 28)      | Company, Inc.                  | Allowed           |
| SILVERMAX<br>Serial No.<br>78/614,327 | Golf equipment, namely golf clubs, golf grips, putters, shafts, golf balls, golf gloves, golf club covers, and golf bags (Class 28) | Taylor Made Golf Company, Inc. | Pending - Allowed |
| TOUR FIRE<br>Serial No.<br>78/068,834 | Golf equipment, namely golf balls (Class 28)  | Taylor Made Golf Company, Inc. | Pending - Allowed |

**SECTION III - FOREIGN APPLICATIONS AND REGISTRATIONS PER COUNTRY**

**ARGENTINA**

| Mark  | Goods and/or Services   | Owner                          | Status     |
|---|---|--------------------------------|------------|
| MAXFLI<br>Reg. No. 2,200,057<br>Reg. Date: 9/9/1996 | all products in class except automatic games played in machine that are token operated; kaleidoscopes; playing cards; confetti; party accessories such as rolled ribbon like papers; and small piece shredded paper | Taylor Made Golf Company, Inc. | Registered |

**AUSTRIA**

| Mark  | Goods and/or Services  | Owner                          | Status     |
|---|--|--------------------------------|------------|
| MAXFLI<br>Reg. No. 107237<br>Reg. Date:<br>10/31/1994 | Gymnastics and sports articles not included in other classes | Taylor Made Golf Company, Inc. | Registered |

**BANGLADESH**

| Mark   | Goods and/or Services                  | Owner   | Status     |
|--------|--|---|------------|
| MAXFLI | Gymnastic and sporting articles of all | Dunlop Holdings Limited (assignment filed on behalf | Registered |