

**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>        |
| Mr. Frank Smith                  |  | 02/12/2008            | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                           |
| <b>Name:</b>                     | Ardent Outdoors, Inc.  |                       |                           |
| <b>Street Address:</b>           | 425 South Woods Mill Road  |                       |                           |
| <b>Internal Address:</b>         | Suite 170  |                       |                           |
| <b>City:</b>                     | St. Louis  |                       |                           |
| <b>State/Country:</b>            | MISSOURI   |                       |                           |
| <b>Postal Code:</b>              | 63017  |                       |                           |
| <b>Entity Type:</b>              | CORPORATION: MISSOURI  |                       |                           |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                           |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                           |
| Registration Number:             | 3138560  | REEL CLEAN            |                           |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                           |
| <b>Fax Number:</b>               | (314)615-6001  |                       |                           |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                           |
| <b>Phone:</b>                    | 314-615-6000   |                       |                           |
| <b>Email:</b>                    | ip@gjn.com   |                       |                           |
| <b>Correspondent Name:</b>       | Kay R. Sherman   |                       |                           |
| <b>Address Line 1:</b>           | 101 S. Hanley Road   |                       |                           |
| <b>Address Line 2:</b>           | Suite 1700   |                       |                           |
| <b>Address Line 4:</b>           | St. Louis, MISSOURI 63105  |                       |                           |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 108736-0002  |                       |                           |
| <b>NAME OF SUBMITTER:</b>        | Kay R. Sherman   |                       |                           |
| <b>Signature:</b>                | /Kay R. Sherman/   |                       |                           |

OP \$40.00 3138560

Date:

03/07/2008

**Total Attachments: 3**

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EXHIBIT A

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made as of Feb 12<sup>th</sup>, 2008 by Frank Smith, a citizen of the state of Florida with an address of 4501 Ulmerton Road, Unite 7, Clearwater, Florida 33762 ("Assignor"), to Ardent Outdoors, Inc., a Missouri corporation with an address of 425 South Woods Mill Road, Suite 170, St. Louis, Missouri 63017 ("Assignee").

A. Assignor is the owner of U.S. Registration 3,138,560 for the mark REEL CLEAN (the "Mark") for "cleaner for use on fishing reels" (the "Registration").

B. Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all of Assignor's right, title and interest in and to the Mark and the Registration, together with the good will of the business symbolized thereby.

NOW, THEREFORE, in consideration of the premises set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby grants, assigns and conveys to Assignee all of his right, title and interest in and to the Mark and the Registration, together with the good will of the business symbolized thereby.

2. Right to Sue for Past Infringement. Assignor also assigns to Assignee all claims for past damages by reason of past infringement or misappropriation of the Mark and the Registration, with the right to sue for and collect same for its own use and behalf and for the use and on behalf of Assignee's successors, assigns or other legal representatives.

3. Cooperation. Assignor agrees to execute, acknowledge and deliver, or cause to be executed, acknowledged and delivered, such further instruments and documents and to perform such further acts as may be reasonably requested by Assignee to effectuate more fully the transactions contemplated by this Assignment.

4. Binding Effect. The terms, covenants and provisions of this Assignment shall inure to the benefit of Assignee, its successors and other legal representatives, and shall be binding upon Assignor, its successors, assigns and other legal representatives.

FRANK SMITH

By: [Signature]

"Assignor"

ARDENT OUTDOORS, INC.

By: [Signature]  
Title: President & CEO

"Assignee"

STATE OF Florida )  
 ) SS.  
COUNTY OF Pinellas )

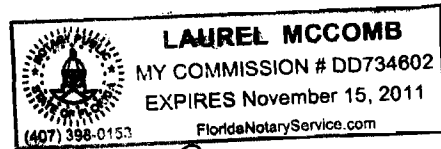
On this 12 day of February, 2008, before me Laurel McComb a Notary Public in and for said state, personally appeared Frank Smith known to me to be the person who executed the within instrument on behalf of Assignor and acknowledged to me that he executed the same for the purposes therein stated.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the County and State aforesaid, the day and year first above written.

Laurel McComb  
Notary Public

My Commission Expires:


STATE OF Missouri )  
 ) SS.  
COUNTY OF St. Louis )



On this 6th day of MAR, 2008, before me Peggy D. Purdy a Notary Public in and for said state, personally appeared Michael Brooks known to me to be the person who executed the within instrument on behalf of Assignee and acknowledged to me that he executed the same for the purposes therein stated.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the County and State aforesaid, the day and year first above written.

My Commission Expires: 5/5/10

  
Notary Public

Peggy D. Purdy - Notary Public  
Notary Seal, State of  
Missouri - St. Louis County  
Commission #06433673  
My Commission Expires 5/5/2010