

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
BGI Acquisition, LLC		03/19/2008	LIMITED LIABILITY COMPANY: INDIANA
RECEIVING PARTY DATA			
Name:	Simon Golf Company, LLC		
Street Address:	225 West Washington Street, Second Floor		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46204		
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2582778	M.A.C.	
Registration Number:	2919683	M.A.C.	
CORRESPONDENCE DATA			
Fax Number:	(317)713-3594		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	efstrademarks@sommerbarnard.com		
Correspondent Name:	Amy Wright, Sommer Barnard		
Address Line 1:	One Indiana Square, Suite 3500		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	SIMON GOLF COMPANY		
NAME OF SUBMITTER:	Amy Wright		
Signature:	/Amy Wright/		
Date:	03/19/2008		

CH \$65.00 2582778

Total Attachments: 2

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TRADEMARK ASSIGNMENT
BGI Acquisition, LLC to Simon Golf Company, LLC

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, BGI Acquisition, LLC, an Indiana limited liability company with addresses at 225 W. Washington Street, 2nd Floor, Indianapolis, Indiana 46204-3438 (ASSIGNOR), hereby assigns, sells, conveys and transfers to Simon Golf Company, LLC, an Indiana limited liability company with offices at 225 W. Washington Street, 2nd Floor, Indianapolis, Indiana 46204-3438 (ASSIGNEE), all rights, title and interests in and to the trademark(s) attached hereto as Exhibit A (the "Mark(s)"), the goodwill of the business with which the Mark(s) are to be used, that portion of the business with which the Mark(s) will be used which is ongoing and existing, and all past or present claims for damages by reason of infringement, with the right to sue for and collect the same for, its own use and for the use of its successors and assigns.

ASSIGNOR: BGI Acquisition, LLC

Signed: Arthur Felsher

Printed: Arthur A. Felsher

Title: MANAGER

Date: 3-19-08

STATE OF IN)
COUNTY OF MARION) SS:

Before me the undersigned, a Notary Public for Marion County, State of Indiana, personally appeared Arthur Felsher, in his capacity as Manager of BGI Acquisition, LLC, and he, being first duly sworn by me upon oath, say that the facts alleged in the foregoing instrument are true. Signed and sealed this 19 day of March, 2008.

Diana M. Jacobs
Notary Public

DIANA M. JACOBS

Printed Name

My Commission Expires: 10-18-09

County of Residence: Marion

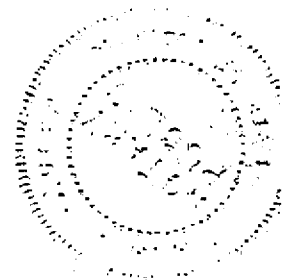


EXHIBIT A

<u>Serial No.</u>	<u>Reg. No.</u>	<u>Mark</u>	<u>Goods/Services</u>
75693761	2582778	M.A.C.	GOLF CLUBS, AND COMPONENTS THEREOF, NAMELY CLUB HEADS, SHAFTS AND GRIPS
78052196	2919683	M.A.C	GOLF CLOTHING, NAMELY, SHIRTS, T-SHIRTS, BLOUSES, SWEATERS, JACKETS, COATS, GLOVES, PANTS, SHORTS, SKORTS, SKIRTS, SOCKS, SHOES, SANDALS, HATS, CAPS, SWEATSHIRTS.

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