

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dunlop Slazenger Group Limited		10/29/2007	private limited company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	John Daly Enterprises, LLC		
Street Address:	P.O. Box 585159		
City:	Orlando		
State/Country:	FLORIDA		
Postal Code:	32858		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77041508	GRIP IT & RIP IT	
CORRESPONDENCE DATA			
Fax Number:	(615)259-1470		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	615-259-1308		
Email:	amy.weaver@arlaw.com		
Correspondent Name:	Haverly A. Rauen		
Address Line 1:	424 Church Street		
Address Line 2:	Suite 2800		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	015486-5		
NAME OF SUBMITTER:	Haverly A. Rauen		
Signature:	/haverly a. rauen/		

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Date:

05/15/2008

Total Attachments: 1

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WHEREAS, Dunlop Slazenger Group Limited, a United Kingdom private limited company with an address of Grenville Court, Britwell Road, Burnham, Buckinghamshire SL18DF, United Kingdom, (the "Assignor") owns **GRIP IT & RIP IT**, United States trademark application no. 77/041508 and the goodwill attaching thereto (the "Mark");

WHEREAS, John Daly Enterprises, LLC, a Florida limited liability company, (the "Assignee") is a successor to the product line and related business of the Assignor to which the Mark pertains, and that product line and related business is ongoing and existing;

WHEREAS, Assignee is desirous of acquiring any and all rights that Assignor has in and to the Mark and the application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and United States trademark application no. 77/041508, throughout the world, together with the goodwill of the product line and related business which is symbolized by the Mark, and along with any right to recover for damages and profits for past infringements thereof.

Dunlop Slazenger Group Limited

Date: 29th October 2009



By: David Forsey

Title: Director