

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		05/21/2008	LIMITED LIABILITY COMPANY: INDIANA

RECEIVING PARTY DATA

Name:	Simon Golf Company, LLC
Street Address:	225 West Washington Street, 2nd Floor
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46204
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	2250629	SWING DYNAMICS
Registration Number:	2521177	SWING DYNAMICS
Registration Number:	2626843	SWING DYNAMICS
Registration Number:	2605475	HOT FACE
Registration Number:	2697869	POWER SPHERE
Registration Number:	2835452	POWERSPHERE
Registration Number:	2849348	THE WHOLE FACE IS HOT
Registration Number:	2849435	
Registration Number:	2858798	ION
Registration Number:	2863850	
Registration Number:	2867727	HOT FLEX
Registration Number:	2874406	
Registration Number:	2890074	STABILIZER
Registration Number:	2951435	TOUR BOUNCE

TRADEMARK

CH \$365.00 2250629

CORRESPONDENCE DATA

Fax Number: (317)713-3594

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 317-713-3500

Email: efstrademarks@sommerbarnard.com

Correspondent Name: Amy Wright

Address Line 1: One Indiana Square, Suite 3500

Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:	SIMON GOLF COMPANY, LLC
NAME OF SUBMITTER:	Amy Wright
Signature:	/Amy Wright/
Date:	05/23/2008

Total Attachments: 3

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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 an addresses of 225 West Washington Street, 2nd Floor Indianapolis, Indiana 46204 (ASSIGNOR), hereby assigns, sells, conveys and transfers to **Simon Golf Company, LLC**, an Indiana limited liability company with an address of 225 West Washington Street, 2nd Floor Indianapolis, Indiana 46204 (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: [Signature]

Printed: Arthur Felsher

Title: manager

Date: 5/21/08

STATE OF Indiana)
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 22nd day of May 2008.

Diana M. Jacobs
Notary Public
DIANA M. JACOBS
Printed Name
My Commission Expires: 10-18-09
County of Residence: marion

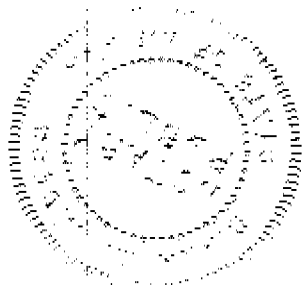






EXHIBIT A

<u>Serial No.</u>	<u>Reg. No.</u>	<u>Mark</u>	<u>Goods/Services</u>
75978146	2250629	SWING DYNAMICS	Analysis and training in the use of golf equipment and educational services, namely, providing course of instruction in the field of golf in Class 41
75981040	2521177	SWING DYNAMICS	clothing, namely, shirts, vests, sweaters, visors, socks, footwear, coats, dresses, jackets, rain suits, hats, shorts, blazers, pants, and skirts in Class 25
76102680	2626843	SWING DYNAMICS	Analysis system, comprised of a motion field generator and sensor vest, video cameras, a weight sensor platform, and computer software that calculates the golf swing and ball flight data and allows for the recall of data and images in the field of golf instruction and analysis for golf equipment in Class 9
76014344	2605475	HOT FACE	GOLF CLUBS AND COMPONENTS THEREOF, NAMELY CLUBS HEADS, SHAFTS AND GRIPS in Class 28.
78098131	2697869	POWER SPHERE	GOLF CLUBS AND GOLF BALLS in Class 28
78166804	2835452		GOLF CLUBS AND COMPONENT PARTS THEREOF, NAMELY, HEADS, SHAFTS AND GRIPS in Class 28

78147382	2849348	THE WHOLE FACE IS HOT	GOLF CLUBS AND COMPONENT PARTS THEREOF, NAMELY, HEADS, SHAFTS AND GRIPS in Class 28
78166835	2849435		GOLF CLUBS AND COMPONENT PARTS THEREOF, NAMELY, HEADS, SHAFTS AND GRIPS in Class 28
78129985	2858798	ION	GOLF CLUBS AND COMPONENT PARTS THEREOF, NAMELY, HEADS, SHAFTS AND GRIPS in Class 28
76534028	2863850		GOLF CLUBS AND COMPONENT PARTS THEREOF, NAMELY, HEADS, SHAFTS AND GRIPS in Class 28
78114661	2867727	HOT FLEX	GOLF CLUBS AND COMPONENT PARTS THEREOF, NAMELY, HEADS, SHAFTS AND GRIPS; GOLF BALLS in Class 28
78214707	2874406		GOLF CLUBS in Class 28
78114830	2890074	STABILIZER	GOLF CLUBS AND COMPONENT PARTS THEREOF, NAMELY, HEADS, SHAFTS AND GRIPS; GOLF BALLS in Class 28
78300673	2951435	TOUR BOUNCE	GOLF CLUBS AND COMPONENT PARTS THEREOF, NAMELY, HEADS, SHAFTS AND GRIPS in Class 28