

**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>
L&P PROPERTY MANAGEMENT COMPANY		07/18/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	AMERICA'S BODY COMPANY, INC.		
<b>Street Address:</b>	No. 1 Leggett Road		
<b>City:</b>	Carthage		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64836		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3409012	ABC AMERICA'S BODY CO.	
Registration Number:	3161871	RUGGED AMERICAN	
Serial Number:	77289833	ADJUST-A-SHELF	
Serial Number:	77289842	OSV	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)222-0818		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-222-0800		
<b>Email:</b>	chiipdocket@michaelbest.com		
<b>Correspondent Name:</b>	Michael Best & Friedrich LLP		
<b>Address Line 1:</b>	180 N. Stetson Avenue		
<b>Address Line 2:</b>	Suite 2000		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>ATTORNEY DOCKET NUMBER:</b>	204956-9037		

OP \$115.00 3409012

NAME OF SUBMITTER:	Martin L. Stern
Signature:	/martin l. stern/
Date:	07/25/2008
Total Attachments: 4 source=C0873786#page1.tif source=C0873786#page2.tif source=C0873786#page3.tif source=C0873786#page4.tif	

## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** ("Assignment") is made effective as of this 18<sup>th</sup> day of July, 2008, by and between **L&P PROPERTY MANAGEMENT COMPANY**, organized under the laws of the State of Delaware, U.S.A., with a principal place of business at 4095 Firestone Blvd., South Gate CA 90280 ("Assignor") in favor of **AMERICA'S BODY COMPANY, INC.**, organized under the laws of the State of Delaware, U.S.A., with a principal place of business at No. 1 Leggett Road, Carthage, Missouri 64836 ("Assignee");

### WITNESSETH:

**WHEREAS**, Assignor is the record owner of the entire right, title and interest in and to the trademarks and trademark applications set forth in Exhibit A hereto ("Trademark Rights"); and

**WHEREAS**, Assignee is desirous of acquiring, and Assignor is willing to convey, all right, title and interest in and to said Trademark Rights,

**NOW, THEREFORE**, for and in consideration of payment by Assignee to Assignor of the sum of One Dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, by these presents, does hereby sell, assign and transfer to Assignee, and any successors, assigns, nominees and/or legal representatives of Assignee, the entire right, title and interest, including the goodwill of the business symbolized by said trademark, for the United States of America, its territories and possessions, and in all foreign countries, in and to said trademarks, including the goodwill of the business symbolized by said trademark, said Trademark Rights, and any and all foreign counterparts or legal equivalents of the said Trademark Rights in any and all foreign countries, including the right to claim priority under any International Convention and the right to sue for any past infringement in the United States of America and/or any and all foreign countries.

Assignor hereby covenants that no assignment, sale, agreement, license or encumbrance has been or will be made or entered into that would conflict with or limit the rights granted under

this Assignment.

Assignor further covenants that Assignor will promptly provide to Assignee, upon Assignee's request, all pertinent facts and documents relating to said Trademark Rights, foreign counterparts and legal equivalents as may be known and accessible to Assignor, and Assignor will testify as to the same in any interference, litigation or proceeding related thereto, and will promptly execute and deliver to Assignee or its legal representatives any and all papers, instruments or affidavits necessary or desirable to vest and/or record title in Assignee or for Assignee to apply for, perfect, obtain, maintain, issue and/or enforce any of said Trademarks Rights, counterparts and/or legal equivalents thereof and/or any trademark registrations granted thereon.

**IN WITNESS WHEREOF**, Assignor, by a duly authorized officer, has executed this Assignment effective the date first above written.

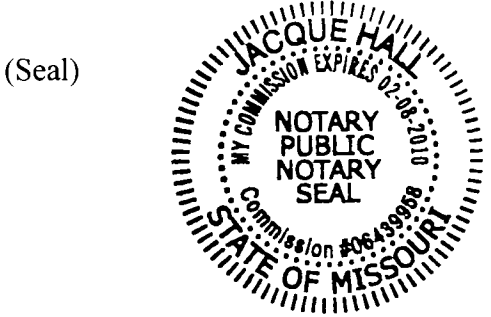
**("ASSIGNOR")**

**L&P PROPERTY MANAGEMENT COMPANY**

By: *Gene B. Kartchner*  
Gene B. Kartchner, Vice President

State of Missouri     )  
  )ss  
County of Jasper     )

On this 18<sup>th</sup> day of July, in the year 2008, before me, a Notary Public, in and for said State of Missouri, United States of America, in the County of Jasper, personally appeared Gene B. Kartchner, Vice President of L&P Property Management Company, known to me to be the person who executed the within Trademark Assignment on behalf of said corporation and acknowledged to me that he executed the same for the purposes therein stated.



*Jacquie Hall*  
Jacquie Hall, Notary Public

**THE UNDERSIGNED**, has acknowledged and accepted the foregoing Trademark Assignment as of this 18th day of July, 2008.

**("ASSIGNEE")**

**AMERICA'S BODY COMPANY, INC.**

By: \_\_\_\_\_




Name: \_\_\_\_\_

Ernest C. Jett

Title: \_\_\_\_\_

Vice President

**EXHIBIT A**  
**TO TRADEMARK ASSIGNMENT DATED** July 15, 2008

Title	Application No.	Date Filed	Registration No.	Date Issued
ABC America's Body Co. and Design 			US 3,409,012	Apr 08, 2008
RUGGED AMERICAN			US 3,161,871	Oct 24, 2006
ADJUST-A-SHELF	US 77/289,833	Sep 26, 2007		
OSV	US 77/289,842	Sep 26, 2007		