

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
PULP & GUNN HOLDINGS PTY LIMITED		03/25/2008	CORPORATION: AUSTRALIA
RECEIVING PARTY DATA			
Name:	RODD & GUNN AUSTRALIA LIMITED		
Street Address:	20 Mohuia Crescent		
City:	Porirua, Wellington		
State/Country:	NEW ZEALAND		
Entity Type:	COMPANY: NEW ZEALAND		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2747954		
Registration Number:	2406453	RODD & GUNN	
Registration Number:	1725783	RODD & GUNN	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlj.com		
Correspondent Name:	NANCY C. DICONZA		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	PULP 0708105		

CH \$90.00 2747954

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Nancy C. DiConza
Signature:	/anca nicolescu/
Date:	08/04/2008

Total Attachments: 20

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PULP & GUNN HOLDINGS PTY LIMITED
Assignor

RODD & GUNN AUSTRALIA LIMITED
Assignee

Prepared By
ELLIS | VERHOEKET | TERRY
Level 12
Forsyth Barr House
Johnston Street
Wellington 6143
NEW ZEALAND
Ph. +64 4 498 0833
Fax. +64 4 496 5949
E-mail: mall@evtlaw.com

TRADE MARK ASSIGNMENT

ASSIGNMENT OF TRADE MARKS

THIS AGREEMENT is made the 25th day of MARCH 2008

PARTIES:

1. **Pulp & Gunn Holdings Pty Limited**, an Australian company of 1/130 Commercial Road, Teneriffe, Queensland, Australia ("the Assignor")
2. **Rodd & Gunn Australia Limited**, a New Zealand company of 20 Mohula Crescent, Porirua, Wellington, New Zealand ("the Assignee")

BACKGROUND:

- A. The Assignor is the proprietor of the trade mark registrations and applications set out in Schedule A ("Trade Mark Registrations and Applications")
- B. The Assignor and the Assignee have agreed on the transfer set out below.

THE PARTIES AGREE AS FOLLOWS:

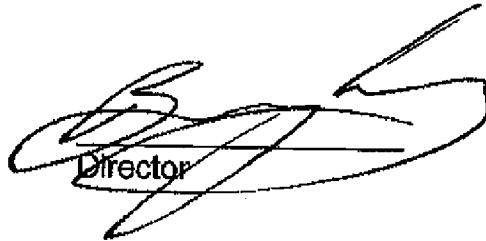
1. For good and valuable consideration, receipt of which is acknowledged, the Assignor assigns and transfers to the Assignee without reservation and without condition:
 - 1.1 the Trade Mark Registrations and Applications;
 - 1.2 the goodwill attaching to and symbolised by the Trade Mark Registrations and Applications together with the goodwill of the business in which the Trade Mark Registrations and Applications are used; and,
 - 1.3 all associated rights of action, powers and benefits.

IN WITNESS of the agreements set out above:

PULP & GUNN HOLDINGS PTY LIMITED

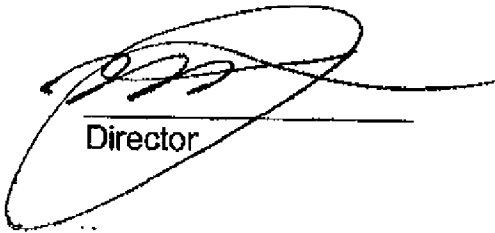


Director

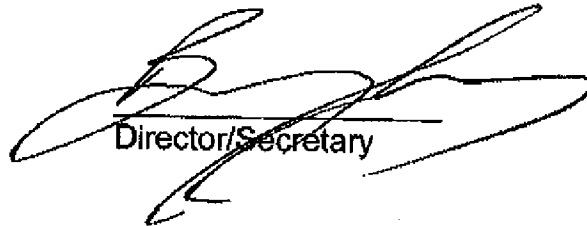


Director

RODD & GUNN AUSTRALIA LIMITED





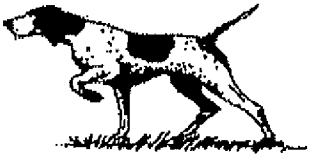





Director

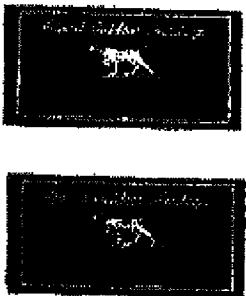








Director/Secretary


SCHEDULE A

Australian Trade Marks


MARK	No.	CLASS	Code
 RODD & GUNN	526919	28	ROD009
 RODD & GUNN	526918	18	ROD010
	482408	25	ROD020
 RODD & GUNN	490622	42	ROD021
FIND YOURSELF IN	1066759	25	ROD036
FIND YOURSELF	1066758	25	ROD037
 RODD & GUNN	668814	32	ROD054
 RODD & GUNN	668815	33	ROD056
RODD AND GUNN ; RODD & GUNN	482005	25	ROD019
RODD & GUNN OUTDOOR CLASSICS	701638	25	ROD024
	1063498	25	ROD098
	1063497	25	ROD100

MARK	NO.	CLASS	OUR FILE
	679974	25	ROD102
	679975	42	ROD023
	719606	25	ROD027
	1063477	25	ROD152
	1054114	25	ROD154
	1063499	25	ROD155
	1063500	25	ROD157

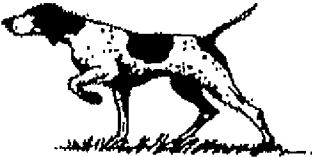
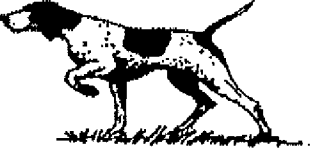
Austrian Trade Marks

MARK	NO.	CLASS	SER. REF.
 RODD & GUNN	146264	25, 35, 42	ROD016



Canada Trade Marks

MARK	NO.	CLASS.	OUR REF.
	493701	25	ROD073


China Trade Marks

MARK	NO.	CLASS	FILE REF.
	6084220	25	ROD175
	6084219	35	ROD176
RODD & GUNN	6084222	25	ROD093
RODD & GUNN	6084221	35	ROD096


European Community Trade Marks

MARK	NO.	CLASS	OUR REF.
	000339218	16, 18, 25	ROD033
	5934757	18, 25, 35	ROD034
RODD & GUNN	946889	16, 18, 25	ROD071


France Trade Marks

MARK	NO.	CLASS	REF.
	1483632	25	ROD092


German Trade Marks

MARK	NO.	CLASS	TURKEY
 RODD & GUNN	1182686	25, 35, 42	ROD078


Hong Kong Trade Marks

MARK	NO.	CLASS	REGISTER
	B0682/199 0	25	ROD090HK


Italy Trade Marks

MARK	NO.	CLASS	OFF. FILE
	547815	25, 42	ROD075



Norway Trade Marks

MARK	NO.	CLASS	OFF. REF.
	139802	25	ROD085


Russia Trade Marks

MARK	NO.	CLASS	OUR. REF.
	133214	25	ROD150




South Africa Trade Marks

MARK	NO.	CLASS.	FOUR REEL
RODD & GUNN and DOG PAW LOGO	95/03336	25	ROD049
 RODD & GUNN	93/12354	25	ROD076
 LOGAN	B93/6923	25	ROD173


Switzerland Trade Marks

MARK	NO.	CLASS	OUR REF.
 RODD & GUNN	397394	25	ROD091




United Kingdom Trade Marks

MARK	NO.	CLASS	OFF. REF.
	-	16, 18, 25	ROD035
 RODD & GUNN	1350427	25	ROD077
LOGAN YACHTING	2308596	25	ROD160
 LOGAN	1572712	25	ROD162

Japanese Trade Marks

MARK	NO.	CLASS	QID-REF
	4008229	35	ROD039

United States Trade Marks

MARK	NO.	CLASS	OFF. REF.
	2747954	25	ROD079
 RODD & GUNN	2406453	25	ROD032
 RODD & GUNN	1725783	25	ROD084