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
Bass Pro Intellectual Property, L.L.C.		110/09/2008	LIMITED LIABILITY COMPANY: MISSOURI

RECEIVING PARTY DATA

Name:	American Sportsman Holdings Co.	
Street Address:	2500 East Kearney Street	
City:	Springfield	
State/Country:	MISSOURI	
Postal Code:	65898	
Entity Type:	CORPORATION: MISSOURI	

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3397625	DOGWOOD CANYON
Registration Number:	2112604	NATURE'S COURSE

CORRESPONDENCE DATA

Fax Number: (314)480-1505

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

Phone: 314-480-1500

Email: trademark@huschblackwell.com
Correspondent Name: Husch Blackwell Sanders LLP

Address Line 1: 190 Carondelet Plaza

Address Line 2: Suite 600

Address Line 4: St. Louis, MISSOURI 63105

ATTORNEY DOCKET NUMBER:	500137-004
NAME OF SUBMITTER:	Dennis J.M. Donahue III
Signature:	/Dennis J.M. Donahue III/

900118104 REEL: 003868 FRAME: 0874

Date:	10/09/2008		
Total Attachments: 3			
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TRADEMARK REEL: 003868 FRAME: 0875 TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of October 2, 2008, by BASS PRO

INTELLECTUAL PROPERTY, L.L.C., a Missouri limited liability company, whose address

is 2500 East Kearney Street, Springfield, Missouri 65898 ("ASSIGNOR"), and AMERICAN

SPORTSMAN HOLDINGS CO., a Missouri corporation, having a place of business at 2500

East Kearney Street, Springfield, Missouri 65898 ("ASSIGNEE");

WHEREAS, ASSIGNOR has adopted, used, and is using, and is the owner of the

trademarks and service marks and United States Registrations listed on the attached Schedule

(collectively, the "MARKS"); and

WHEREAS, ASSIGNEE is desirous of acquiring the entire right, title and interest in and

to the MARKS, together with the goodwill of the business associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of

which are hereby acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE its

entire right, title and interest in and to the MARKS, together with the goodwill associated with

the MARKS, and all other rights which ASSIGNOR has enjoyed thereunder, including any and

all rights of recovery based on past infringement of said MARKS (e.g., pre-assignment

infringement claims and damages), the same to be held and enjoyed by the ASSIGNEE, it

successors and assigns.

[The remainder of this page has been intentionally left blank.]

IN WITNESS WHEREOF, Assigno October 9, 2008.	or has executed this Assignment as of
Assignor:	
BASS PRO INTELLECTUAL PROPERTY, I a Missouri limited liability company	L.L.C.
By	
STATE OF MISSOURI) COUNTY OF GREENE)	
me known, who being by me duly sworn did say Pro Intellectual Property, L.L.C., a Missouri corp	on that she is the Chief Financial Officer of Bass poration, and that said instrument was signed and that m. MELLER acknowledged said instrument
IN WITNESS WHEREOF, I have hereund the day and year first above written, in the County	to set my hand and affixed my official seal on ty and State aforesaid.
Not	Chemie L. Freyer tary Public
My Commission expires:	
aug. 03, 2010	[AFFIX NOTARIAL SEAL]
	SHERRIE L. FREYER Notary Public - Notary Seal State of Missouri Commissioned for Greene County Commission Expires: Aug. 03, 2010 06520368

SCHEDULE

UNITED STATES TRADEMARKS, SERVICE MARKS AND COLLECTIVE MEMBERSHIP MARKS

Mark DOGWOOD CANYON NATURE'S COURSE Registration Number 3397625 2112604

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TRADEMARK

RECORDED: 10/09/2008 REEL: 003868 FRAME: 0878