

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.		10/09/2008	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		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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/		

OP \$65.00 3397625

Date:

10/09/2008

Total Attachments: 3

source=Trademark Assignment#page1.tif

source=Trademark Assignment#page2.tif

source=Trademark Assignment#page3.tif

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of October 9, 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, its successors and assigns.

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

SCHEDULE

**UNITED STATES TRADEMARKS, SERVICE MARKS
AND COLLECTIVE MEMBERSHIP MARKS**

<u>Mark</u>	<u>Registration Number</u>
DOGWOOD CANYON	3397625
NATURE'S COURSE	2112604