

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
Mercury Holdings, Inc.		11/19/2008	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Mercury Sports, Inc.		
Street Address:	311 S.W. Water St., Ste. 206		
City:	Peoria		
State/Country:	ILLINOIS		
Postal Code:	61602		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77379578	IPICO SPORTS	
CORRESPONDENCE DATA			
Fax Number:	(309)637-4928		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	309-637-4900		
Email:	charles.young@huschblackwell.com		
Correspondent Name:	Charles H. Young		
Address Line 1:	401 Main St., Ste. 1400		
Address Line 4:	Peoria, ILLINOIS 61602		
NAME OF SUBMITTER:	Charles H. Young		
Signature:	/Charles H. Young/		
Date:	12/22/2008		

OP \$40.00 77379578

Total Attachments: 2
 source=TM assignment - Merc#page1.tif

Trademark Assignment

THIS ASSIGNMENT, effective as of the 19th day of November, 2008, is made by MERCURY HOLDINGS, INC., an Illinois corporation ("Assignor"), in favor of MERCURY SPORTS, INC., an Illinois corporation ("Assignee").

WITNESSETH:

WHEREAS, Assignor has agreed to sell and convey to Assignee all of its rights in and to the trademark, IPICO SPORTS, owned by Assignor (the "Trademark"); and

WHEREAS, registration of the Trademark has been applied for with the United States Patent and Trademark Office under Application No. 77379578; and

WHEREAS, Assignor desires to sell, transfer and assign to Assignee all of Assignor's right, title and interest in and to the Trademark together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof; and

WHEREAS, Assignee desires to acquire from Assignor the Trademark together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Trademark for the United States and throughout the world, together with all of the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

TO HAVE AND TO HOLD by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had not this transfer and assignment been made.

Assignor covenants and agrees that it will, without charge to Assignee, whenever so required by Assignee, execute and deliver such further instruments and perform any other reasonable acts that Assignee may require as may be necessary or convenient for vesting in Assignee the full benefit of all of the rights and premises hereby assigned and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in possession or control of Assignor.

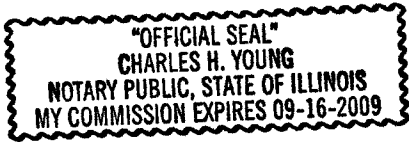
EXECUTED as of the day and date first above written.

Mercury Holdings, Inc.
By: [Signature]
Name: Philip Lockwood
Title: President

STATE OF ILLINOIS)
) ss.
COUNTY OF PEORIA)

I, a Notary Public of the County and State aforesaid, certify that Philip Lockwood personally came before me this day and acknowledged that he is the President of Mercury Holdings, Inc., an Illinois corporation, and that by authority duly given, he signed the foregoing instrument as his free and voluntary act and as the free and voluntary act of said corporation.

WITNESS my hand and official stamp or seal, this 22nd day of December, 2008.



[Signature]
Notary Public