

**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>
American Recreation Products, Inc.		07/28/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Eddie Bauer, Inc.		
<b>Street Address:</b>	10401 N.E. 8th Street, Suite 500		
<b>City:</b>	Bellevue		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98004		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77452342	FIRST ASCENT	
<b>Registration Number:</b>	1538160	FIRST ASCENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(303)863-0223		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	303-863-9700		
<b>Email:</b>	mtrudell@sheridanross.com		
<b>Correspondent Name:</b>	Miriam D. Trudell, Sheridan Ross P.C.		
<b>Address Line 1:</b>	1560 Broadway, Suite 1200		
<b>Address Line 4:</b>	Denver, COLORADO 80202		
<b>ATTORNEY DOCKET NUMBER:</b>	5872-29-1		
<b>NAME OF SUBMITTER:</b>	Pamela N. Hirschman		
<b>Signature:</b>	/Pamela N. Hirschman/		
<b>Date:</b>	04/03/2009		

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Total Attachments: 3

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**APPENDIX A**

**TRADEMARK ASSIGNMENT**

This is an Assignment by American Recreation Products, Inc., a Delaware corporation, having an address of 1224 Fern Ridge Parkway, St. Louis, Missouri 63141 (hereinafter "ARP") to Eddie Bauer, Inc., a Delaware corporation, having a principal place of business at 10401 N.E. 8<sup>th</sup> Street, Suite 500, Bellevue, Washington 98004 (hereinafter "EDDIE BAUER").

WHEREAS, ARP is the owner of the owner of rights in the mark FIRST ASCENT, and the applications and registrations therefor listed in Schedule A (collectively the "MARK") and is desirous of assigning the MARK to EDDIE BAUER upon fulfillment of all relevant obligations of the separate Trademark Agreement entered into between the parties concerning the Mark, of which this Appendix A is a part.

WHEREAS, EDDIE BAUER is desirous of acquiring all right, title and interest in the MARK and the applications and registrations therefor listed in Schedule A.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ARP does hereby assign to EDDIE BAUER all right, title and interest in and to the MARK, together with the goodwill of the business symbolized by the MARK and all registrations and applications therefor, not to be effective and recordable until fulfillment of all relevant obligations of the separate Trademark Agreement entered into between the parties concerning the MARK, of which this Appendix A is a part.

AMERICAN RECREATION PRODUCTS, INC.

Date: 7/28/08

By: 

Name: GEORGE GMANNER

Title: PRESIDENT, ARP

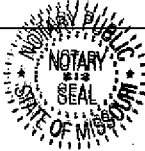
State of Missouri )  
 ) ss.  
County of St. Louis )

Before me, a Notary Public in and for said County and State, personally appeared George Grabner who acknowledged himself/herself to be the President of American Recreation Products, Inc. and that he/she, being authorized to do so, executed the foregoing instrument for the purposes and considerations therein expressed, by signing the name of the corporation.

Given under my hand and seal of office this 28 day of July, 2008.



My commission expires: \_\_\_\_\_



KASEY PEYTON  
My Commission Expires  
October 3, 2011  
St. Charles County  
Commission #07386365

SCHEDULE A

MARK

APP./REG. NO.

FIRST ASCENT

U.S. Reg. No. 1,538,160

FIRST ASCENT

Serial No. 77/452,342

FIRST ASCENT

Serial No. 77/452,349