

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Tracker Marine, L.L.C.		06/26/2009	LIMITED LIABILITY COMPANY: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
Name:	Bass Pro Intellectual Property, L.L.C.		
Street Address:	2500 East Kearney Street		
City:	Springfield		
State/Country:	MISSOURI		
Postal Code:	65898		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	2384999	PREMIER PROTECTION PLANS	
Registration Number:	3642938	P PREMIER PROTECTION PLANS	
<b>CORRESPONDENCE DATA</b>			
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:	Dennis J.M. Donahue III		
Address Line 1:	190 Carondelet Plaza		
Address Line 2:	Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	485176-323		
NAME OF SUBMITTER:	Dennis J.M. Donahue III		
Signature:	/Dennis J.M. Donahue III/		

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**TRADEMARK**  
 REEL: 004026 FRAME: 0424

Date:	07/17/2009
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

## TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of June 26, 2009, by **TRACKER MARINE, L.L.C.**, a Missouri Limited Liability Company, having a principal place of business at 2500 East Kearney, Springfield, Missouri (“ASSIGNOR”), and **BASS PRO INTELLECTUAL PROPERTY, L.L.C.**, a Missouri limited liability company, having a place of business at 2500 East Kearney Street, Springfield, Missouri 65898 (“ASSIGNEE”);

WHEREAS, ASSIGNOR has agreed to assign to ASSIGNEE all of the rights in and to the trademark PREMIER PROTECTION PLANS (the “Trademark”) registered with the United States Patent and Trademark Office as a word mark on September 12, 2000 (Reg. No. 2,384,999) and as a logo mark on June 23, 2009 (Reg. No. 3,642,938)

WHEREAS, ASSIGNEE is desirous of acquiring the entire right, title and interest in and to the Trademark (“MARKS”), together with the goodwill of the goods and aspects 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.]**

IN WITNESS WHEREOF, Assignor has executed this Assignment on <sup>July</sup> ~~March~~ 8, 2009.

**Assignor:**

**TRACKER MARINE, L.L.C.,**  
Missouri Limited Liability Company

By Larry K. Wilcher  
Name: Larry K. Wilcher  
Title: Group Vice President & General Counsel

STATE OF MISSOURI )  
 )  
COUNTY OF GREENE )

On this 8 day of JULY, 2009, personally appeared LARRY K. WILCHER (name of signatory listed above), to me known, who being by me duly sworn did say that he/she is the GROUP VICE PRESIDENT <sup>GENERAL COUNSEL</sup> of Tracker Marine, L.L.C., a Missouri Limited Liability Company, and that said instrument was signed and sealed on behalf of said corporation, and said LARRY K. WILCHER (name of signatory listed above) acknowledged said instrument to be the free act and deed of said corporation.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal on the day and year first above written, in the County and State aforesaid.

Sherrie L. Freyer  
Notary Public

My Commission expires:

Aug. 03, 2010

[AFFIX NOTARIAL SEAL]

