

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
Treadways, LLC		07/07/2009	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	TBC Brands, LLC
Street Address:	2215 B Renaissance Drive
Internal Address:	Suite 5
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89119
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 53

Property Type	Number	Word Mark
Registration Number:	3379407	SNOWBLAZER
Registration Number:	3175595	WINTER QUEST
Registration Number:	3073176	TREADXPRESS
Registration Number:	3060792	TREADX
Registration Number:	2934608	TURBOSTAR
Registration Number:	2934609	GENESIS
Registration Number:	2951144	DURATION
Registration Number:	3039122	LEGEND
Registration Number:	2959226	ZTR SPORT
Registration Number:	2904602	TREADMASTERS
Registration Number:	3604781	SPORT TOUR SUV
Registration Number:	2973204	TREADNET
Registration Number:	2826129	TREADXPRESS

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Registration Number:	2566645	GOLDEN FURY
Registration Number:	2449193	SONORA
Registration Number:	2444513	HTR TOUR
Registration Number:	2871997	GLACIAL TRAC
Registration Number:	2445185	SDL
Registration Number:	2453384	SAXON
Registration Number:	1952981	TEMPRA
Registration Number:	1780173	TRAIL CUTTER
Registration Number:	1734657	EASY RIDER
Registration Number:	1745163	ECHELON
Registration Number:	1682828	LTD
Registration Number:	1678084	ULTRA QUAD +
Registration Number:	1687087	ODYSSEY
Registration Number:	1536322	JTR
Registration Number:	1448375	CRUSADER
Registration Number:	1225905	BARCLAY
Registration Number:	1215718	DURASEASON
Registration Number:	1215719	STRATAGARD
Registration Number:	1181021	DEMANDER
Registration Number:	1176041	WEATHERIZER
Registration Number:	1150980	INNOVATION
Registration Number:	1137346	EQUALIZER
Registration Number:	1135088	EURO-TRAC
Registration Number:	1105094	ESQUIRE
Registration Number:	1105093	DURATION
Registration Number:	1121800	OMNI
Registration Number:	1088647	LARAMIE
Registration Number:	1058368	REVENGER
Registration Number:	1012155	TELSTAR
Registration Number:	1007618	STEEL RIDER
Registration Number:	0984512	TELSTAR TRITON
Registration Number:	0976814	GRANDEUR
Registration Number:	0975949	DUAL BITE
Registration Number:	0903892	LARAMIE TRAILBOSS
Registration Number:	0926463	SABRE

Registration Number:	0913470	PERFORMER
Registration Number:	0905141	DORAL
Registration Number:	0825758	CUTLASS
Registration Number:	0822871	GEMINI
Registration Number:	0784839	JETZON

CORRESPONDENCE DATA

Fax Number: (202)393-5350
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-638-6666
Email: trademark@jhip.com
Correspondent Name: Marsha G. Gentner, Esq.
Address Line 1: 400 Seventh Street, N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	1952/A-00960
NAME OF SUBMITTER:	Marsha G. Gentner
Signature:	/Marsha G. Gentner/
Date:	07/20/2009

Total Attachments: 6
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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, Treadways, LLC ("Assignor"), a Delaware limited liability company, located at 2000 Campus Lane, East Norriton, Pennsylvania, is the owner of record of the trademarks, and the U.S. trademark registrations therefore, as set forth in Exhibit A hereto (hereinafter collectively referred to as the "Assigned Marks");

WHEREAS, effective April 1, 2009, Assignor did assign, sell, convey and transfer to TBC Brands, LLC ("Assignee"), a Delaware limited liability company, located at 2215-B Renaissance Drive, Suite 5, Las Vegas, Nevada, all right, title and interest in and to the Assigned Marks, and the U.S. trademark registrations therefor, and the goodwill of the business symbolized thereby, but through inadvertence, said assignment, conveyance and transfer, was not in a form preferable for recordation with the U.S Patent and Trademark Office ("PTO");

WHEREAS, it is now desired that Assignee's acquisition from Assignor of all right, title and interest in and to the Assigned Marks be confirmed and recorded in the PTO;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby nunc pro tunc, effective April 1, 2009, sell, assign, set over and transfer unto Assignee, all right, title and interest in and to the Assigned Marks, and the U.S. trademark registrations therefore as set forth in Exhibit A hereto, together with the whole of the goodwill of the business symbolized by said Assigned Marks, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Confirmatory Assignment and sale had not been made; together with all claims for damage by reason of past infringement of the Assigned Marks, with the right to sue for and collect the same for Assignee's own use and behalf, and for the use and on behalf of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Treadways, LLC has caused this Assignment to be executed and delivered by its duly authorized officer, this 7 day of July, 2009.

TREADWAYS, LLC

By: 

Name: Bill Hirst

Title: Executive Vice President

EXHIBIT A
ASSIGNED TRADEMARKS

Trademark	Registration Number	Registration Date
Snowblazer	3379407	05-FEB-2008
WINTER QUEST	3175595	21-NOV-2006
TREADX PRESS	3073176	28-MAR-2006
TREADX	3060792	21-FEB-2006
TURBOSTAR	2934608	22-MAR-2005
GENESIS	2934609	22-MAR-2005
DURATION	2951144	17-MAY-2005
LEGEND	3039122	10-JAN-2006
ZTR SPORT	2959226	07-JUN-2005
TREADMASTERS	2904602	23-NOV-2004
SPORT TOUR SUV	3604781	14-APR-2009
TREADNET	2973204	19-JUL-2005

EXHIBIT A
ASSIGNED TRADEMARKS

Trademark	Registration Number	Registration Date
TREADXPRESS	2826129	23-MAR-2004
GOLDEN FURY	2566645	07-MAY-2002
SONORA	2449193	08-MAY-2001
HTR TOUR	2444513	17-APR-2001
GLACIAL TRAC	2871997	10-AUG-2004
SDL	2445185	17-APR-2001
SAXON	2453384	22-MAY-2001
TEMPRA	1952981	30-JAN-1996
TRAIL CUTTER	1780173	06-JUL-1993
EASY RIDER	1734657	24-NOV-1992
ECHELON	1745163	05-JAN-1993
LTD	1682828	14-APR-1992

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Trademark	Registration Number	Registration Date
ULTRA QUAD +	1678084	03-MAR-1992
ODYSSEY	1687087	12-MAY-1992
JTR	1536322	25-APR-1989
CRUSADER	1448375	21-JUL-1987
BARCLAY	1225905	01-FEB-1983
<i>Dura-season</i>	1215718	09-NOV-1982
STRATAGARD	1215719	09-NOV-1982
DEMANDER	1181021	08-DEC-1981
WEATHERIZER	1176041	03-NOV-1981
INNOVATION	1150980	14-APR-1981
EQUALIZER	1137346	01-JUL-1980
EURO-TRAC	1135088	13-MAY-1980

EXHIBIT A
ASSIGNED TRADEMARKS

Trademark	Registration Number	Registration Date
<i>Esquire</i>	1105094	31-OCT-1978
<i>DURATION</i>	1105093	31-OCT-1978
OMNI	1121800	10-JUL-1979
LARAMIE	1088647	04-APR-1978
REVENGER	1058368	08-FEB-1977
TELSTAR	1012155	03-JUN-1975
STEEL RIDER	1007618	25-MAR-1975
TELSTAR TRITON	0984512	21-MAY-1974
GRANDEUR	0976814	15-JAN-1974
DUAL BITE	0975949	01-JAN-1974
LARAMIE TRAILBOSS	0903892	08-DEC-1970
SABRE	0926463	04-JAN-1972

EXHIBIT A
ASSIGNED TRADEMARKS

Trademark	Registration Number	Registration Date
PERFORMER	0913470	08-JUN-1971
DORAL	0905141	29-DEC-1970
CUTLASS	0825758	14-MAR-1967
GEMINI	0822871	24-JAN-1967
JETZON	0784839	09-FEB-1965