

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Yamaha Motor Corporation, U.S.A.		08/14/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Century Boat Company, Inc.		
<b>Street Address:</b>	6725 Bayline Drive		
<b>City:</b>	Panama City		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32404		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	77208333	DEMAND IT ALL	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-760-0404		
Email:	efiling@kmob.com		
Correspondent Name:	Knobbe, Martens, Olson & Bear, LLP		
Address Line 1:	2040 Main Street		
Address Line 2:	14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	YMAU.1074T		
NAME OF SUBMITTER:	Gregory B. Phillips		
Signature:	/gregory phillips/		
Date:	08/17/2009		

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Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 14<sup>th</sup> day of August, 2009, by and between Yamaha Motor Corporation, U.S.A., a California corporation having a place of business at 6555 Katella Avenue, Cypress, California 90630 (hereinafter referred to as "ASSIGNOR"), and Century Boat Company, Inc., a Florida corporation, having a place of business at 6725 Bayline Drive, Panama City, Florida 32404 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademark listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (the "Trademark");

WHEREAS, ASSIGNOR is the owner of a federal trademark application relating to the Trademark listed in Schedule B, attached hereto and incorporated herein by reference (the "Application");


WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademark and Application; and


WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Application;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark set forth in Schedule A and the Application set forth in Schedule B; and any and all other rights appurtenant thereto, including but not limited to, any and all common law rights, causes of action, the right to recover for past infringement, all tangible assets which are indicia of the goodwill of the Trademark of the business, and all other associated goodwill along with the portion of the business to which they pertain.

Yamaha Motor Corporation, U.S.A

Century Boat Company, Inc.

By:   
Name: Michael Grbic  
Title: General Counsel  
Date: 8/14/09

By:   
Name: DEAN BURNETT  
Title: Vice President / General Manager  
Date: 8/14/09

**SCHEDULES TO TRADEMARK ASSIGNMENT**

**SCHEDULE A**

Mark: DEMAND IT ALL

**SCHEDULE B**

Federal Trademark Application:

<b><u>MARK</u></b>	<b><u>APPL. NO.</u></b>	<b><u>FILING DATE</u></b>	<b><u>INTL. CLASSES</u></b>
DEMAND IT ALL	77.208.333	June 18, 2007	12, 18, 20, 21, 25 & 28

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