

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
Saucony, Inc.		09/08/2008	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Collective Licensing International, LLC		
Street Address:	800 Englewood Parkway		
Internal Address:	Suite C-200		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80110		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0338768		
Registration Number:	0324181	SPOT-BILT	
Registration Number:	0954968	SPOT-BILT	
Registration Number:	1129304	SPOT-BILT	
CORRESPONDENCE DATA			
Fax Number:	(785)295-6084		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	785-368-7547		
Email:	abrozenic@lathropgag.com		
Correspondent Name:	Robert M. Carroll		
Address Line 1:	3231 SE 6th Ave.		
Address Line 2:	Collective Brands, Inc. - Law Dept.		
Address Line 4:	Topeka, KANSAS 66607-2260		
NAME OF SUBMITTER:	Robert M. Carroll, Attorney of record		

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TRADEMARK
 REEL: 004078 FRAME: 0110

Signature:	/Robert M. Carroll/
Date:	10/14/2009
Total Attachments: 4 source=SPOT-BILT Trademark and Domain Name Assignment (Saucony to CLI)#page1.tif source=SPOT-BILT Trademark and Domain Name Assignment (Saucony to CLI)#page2.tif source=SPOT-BILT Trademark and Domain Name Assignment (Saucony to CLI)#page3.tif source=SPOT-BILT Trademark and Domain Name Assignment (Saucony to CLI)#page4.tif	

TRADEMARK AND DOMAIN NAME ASSIGNMENT

WHEREAS, SAUCONY, INC., a Massachusetts corporation, having a place of business at 13 Centennial Drive, Peabody, Massachusetts, 01960, hereinafter referred to as "Assignor," is the owner of the entire right, title and interest, in the trademark registrations listed in the attached Schedule A for the mark SPOT-BILT (the "Registered Trademarks");

WHEREAS, Assignor is the owner of the entire right, title and interest in the domain name www.spotbilt.com (the "Domain Name");

WHEREAS, COLLECTIVE LICENSING INTERNATIONAL, LLC, a Delaware limited liability company, having a place of business at 800 Englewood Parkway, Suite C-200, Englewood, CO, 80110, hereinafter referred to as "Assignee" desires to acquire the entire right, title and interest of Assignor in and to said Registered Trademarks and Domain Name; and

WHEREAS, to the best of Assignor's knowledge no proceedings to cancel the Registered Trademark or proceedings that may affect the ownership or right of Assignor to operate the Domain Name are pending, and no other party makes a claim of ownership to the Registered Trademark or the Domain Name or the registrations or applications therefor;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, its successors, assigns, and legal representatives, all of Assignor's right, title and interest in and to said Registered Trademark together with all of the goodwill of the business associated with and symbolized thereby.

ASSIGNOR further sells, transfers and assigns to Assignee, its successors, assigns, and legal representatives, all of Assignor's right, title and interest in and to said Domain Name together with all the goodwill of the business associated with and symbolized by the Domain Name.

ASSIGNOR further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in and to Assignee, its successors, assigns, and legal representatives.

Executed to be effective as of the ____ day of September, 2008.

SAUCONY, INC.

By: 

Name: FRANK S. CAPUTO

Title: CEO

COLLECTIVE LICENSING INTERNATIONAL, LLC

By: _____

Bruce Pettit

President and Chief Executive Officer

TRADEMARK AND DOMAIN NAME ASSIGNMENT

WHEREAS, SAUCONY, INC., a Massachusetts corporation, having a place of business at 13 Centennial Drive, Peabody, Massachusetts, 01960, hereinafter referred to as "Assignor," is the owner of the entire right, title and interest, in the trademark registrations listed in the attached Schedule A for the mark SPOT-BILT (the "Registered Trademarks");

WHEREAS, Assignor is the owner of the entire right, title and interest in the domain name www.spotbilt.com (the "Domain Name");

WHEREAS, COLLECTIVE LICENSING INTERNATIONAL, LLC, a Delaware limited liability company, having a place of business at 800 Englewood Parkway, Suite C-200, Englewood, CO, 80110, hereinafter referred to as "Assignee" desires to acquire the entire right, title and interest of Assignor in and to said Registered Trademarks and Domain Name; and

WHEREAS, to the best of Assignor's knowledge no proceedings to cancel the Registered Trademark or proceedings that may affect the ownership or right of Assignor to operate the Domain Name are pending, and no other party makes a claim of ownership to the Registered Trademark or the Domain Name or the registrations or applications therefor;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, its successors, assigns, and legal representatives, all of Assignor's right, title and interest in and to said Registered Trademark together with all of the goodwill of the business associated with and symbolized thereby.

ASSIGNOR further sells, transfers and assigns to Assignee, its successors, assigns, and legal representatives, all of Assignor's right, title and interest in and to said Domain Name together with all the goodwill of the business associated with and symbolized by the Domain Name.

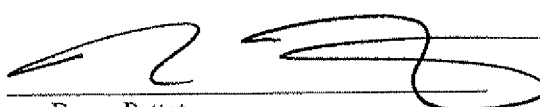
ASSIGNOR further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such right, title and interest in and to Assignee, its successors, assigns, and legal representatives.

Executed to be effective as of the 8 day of September, 2008.

SAUCONY, INC.






By: _____
Name: _____
Title: _____

COLLECTIVE LICENSING INTERNATIONAL, LLC

By:  _____
Bruce Pettet
President and Chief Executive Officer

SPOT-BILT
Trademark Status Worldwide
as of June 20, 2008

Schedule A

TRADEMARK	COUNTRY	OWNER	APP. NO.	REG. NO.	RENEWAL	GOODS
SPOT LOGO (old design) 	US	Saucony, Inc.	71/373278	338768	September 15, 2016	25: Athletic shoes namely, football, baseball, track, basketball, gym, handball, sneakers, jumping, field, crew, bowling, boxing, skating, wrestling, tennis, golf, soccer, softball, and bicycle shoes
SPOT BILT (Design plus character(s)) Spot-bilt 	US	Saucony, Inc.	71/357163	324181	May 14, 2015	25: Athletic shoes, and more particularly shoes of the following types-- football, baseball, track, basketball, sneakers, bowling, boxing, skating, wrestling, tennis, soccer, softball
SPOT LOGO 	US	Saucony, Inc.	73/712148	1512805	November 15, 2008	25: Athletic shoes and sneakers, namely, football, basketball, track, baseball, gym and handball sneakers; jumping, field, bowling, jogging, skating, wrestling, tennis, softball, soccer and bicycle shoes
SPOT-BILT	US	Saucony, Inc.	72/398360	954968	March 13, 2013	25: Athletic shoes for wrestling, track, cross-country, baseball, football and soccer shoes.
SPOT-BILT	US	Saucony, Inc.	73/173417	1129304	January 15, 2010	25: Multi-purpose athletic and softball shoes
SPOT-BILT	CANADA	Hyde Athletic Industries, Inc.	169378	UCA008854	November 17, 2011	25: Athletic shoes
SPOT LOGO 	CANADA	Saucony, Inc.	604725	TMA356,449	May 26, 2019	25: Athletic shoes and sneakers
SPOT-BILT & DESIGN Spot-bilt 	CHILE	Saucony, Inc.	435,196	537,300	March 24, 2009	25: Footwear
SPOT-BILT	COSTA RICA	Saucony, Inc.		68193	September 22, 2017	25: Athletic shoes for wrestling, track, cross-country, baseball, football and soccer shoes.
SPOT-BILT	GREECE	Saucony, Inc.		66,404	May 22, 2010	25: Athletic shoes for wrestling, track, cross-country, baseball, football and soccer shoes.

TRADEMARK




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CONFIDENTIAL

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SPOT-BILT

Trademark Status Worldwide
as of June 20, 2008

TRADEMARK	COUNTRY	OWNER	APP. NO.	REG. NO.	RENEWAL	GOODS
SPOT-BILT	INDONESIA	Saucony, Inc.		358204	April 22, 2015	25: Athletic shoes for wrestling, track, cross-country, baseball, football and soccer shoes.
SPOT BILT	JAPAN	Saucony, Inc.	76453/1975	1375139	March 23, 2009	24
SPOT-BILT	JAPAN	Saucony, Inc.	63804/1975	1430541	August 28, 2010	22
SPOT-BILT	JAPAN	Saucony, Inc.	52038/1986	2201407	December 25, 2009	21
						
SPOT-BILT & DESIGN	JAPAN	Saucony, Inc.	52037/1986	2464564	October 30, 2012	25
						
SPOT-BILT WITH DESIGN	JAPAN	Saucony, Inc.	52039/1986	2222330	April 23, 2010	22
						
SPOT-BILT	KOREA	Saucony, Inc.	2290/1986	140976	May 27, 2017	25: Hiking shoes, tennis shoes, aerobic shoes, golf shoes, mountaineering shoes, football shoes, basketball shoes, baseball shoes, running shoes, track shoes and low heel shoes
SPOT-BILT	MALAYSIA	Saucony, Inc.		M/B82979	July 5, 2010	25: Athletic shoes for wrestling, track, cross-country, baseball, football and soccer shoes.