

**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>
Dick's Sporting Goods, Inc.		10/08/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Sports Licensing, Inc.		
<b>Street Address:</b>	1101 Centre Road, Suite 339		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19805		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78427472	BLUE MAX	
<b>Serial Number:</b>	78614331	RED MAX	
<b>Serial Number:</b>	77419884	MAXFLI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)836-2021		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	7038366620		
<b>Email:</b>	bassam.ibrahim@bipc.com		
<b>Correspondent Name:</b>	Bassam N. Ibrahim		
<b>Address Line 1:</b>	P.O. Box 1404		
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22313-1404		
<b>ATTORNEY DOCKET NUMBER:</b>	0039805-000527		
<b>NAME OF SUBMITTER:</b>	Bassam N. Ibrahim		
<b>Signature:</b>	/bassam ibrahim/		

OP \$90.00 78427472

**900145272**

**TRADEMARK  
 REEL: 004078 FRAME: 0118**

Date:

10/14/2009

Total Attachments: 3

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective as of this 6<sup>TH</sup> day of OCTOBER, 2009, by Dick's Sporting Goods, Inc., a corporation organized under the laws of the State of Delaware, ("Assignor") in favor of American Sports Licensing, Inc., a corporation organized and existing under the laws of the State of Delaware ("Assignee").

WHEREAS, Assignor is the owner and desires to convey and Assignee desires to obtain Assignor's entire right, title and interest in and to all of the trademark applications listed in Exhibit A attached hereto (collectively, the "Marks") and all common law rights corresponding thereto;

NOW THEREFORE, be it known that, for and in consideration of good and valuable consideration, the receipt of which Assignor acknowledges, the parties hereto agree as follows:

1. This assignment covers (a) the Marks, including, without limitation, the trademarks, trade dress, trade names, and common law rights represented by any applications for registration listed in Exhibit A, together with the goodwill associated with the foregoing and the portion of the ongoing and existing business to which the Marks pertain; (b) any extension of any application set forth in subsection (a) hereof; (c) any unregistered rights of Assignor in any of the Marks; (d) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (d) hereof, collectively, the "Assigned Intellectual Property");

2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Assigned Intellectual Property, together with the goodwill of the business associated therewith and symbolized by the Assigned Intellectual Property, in its entirety, and with the portion of the business to which the Marks pertain; and

3. Assignor further covenants and agrees that it will, without further consideration, execute and deliver any and all papers that may be necessary or desirable to effect a valid recordation or perfect the title to the Assigned Intellectual Property in Assignee, its successors or assigns, it being understood that any and all expense incident thereto, including without limitation the execution of such papers, shall be borne by the Assignee, its successors and assigns.

4. The assignment to be executed and returned to the attention of:

Bassam N. Ibrahim, Esq.  
Buchanan Ingersoll & Rooney, PC  
1737 King Street, Suite 500  
Alexandria, VA 22314  
Telephone: 703-836-6620  
Facsimile: 703-836-2021  
email: bassam.ibrahim@bipc.com

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment.

Assignor:  
Dick's Sporting Goods, Inc.

By: Joseph R. Oliver  
Name: Joseph R. Oliver  
Title: Vice President, Controller and  
Assistant Secretary

Assignee  
American Sports Licensing, Inc.

By: Joseph R. Oliver  
Name: Joseph R. Oliver  
Title: Assistant Treasurer

**EXHIBIT A**

**UNITED STATES PENDING APPLICATIONS**

Mark	Goods and/or Services	Owner	Status
BLUE MAX Serial No. 78/427,472	Golf equipment, namely golf clubs, golf grips, putters, shafts, golf balls, golf gloves, golf tees, golf club covers, and golf bags (Class 28)	Dick's Sporting Goods, Inc.	Pending - Allowed
RED MAX Serial No. 78/614,331	Golf equipment, namely golf clubs, golf grips, putters, shafts, golf balls, golf gloves, golf tees, golf club covers, and golf bags (Class 28)	Dick's Sporting Goods, Inc.	Pending - Allowed
MAXFLI Serial No. 77/419,884	Golf apparel, namely, shirts, pants, shorts, rainwear, socks, headwear and golf shoes (Class 25)	Dick's Sporting Goods, Inc.	Pending - Allowed