

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
Dick's Sporting Goods, Inc.		10/08/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	American Sports Licensing, Inc.		
Street Address:	1101 Centre Road, Suite 339		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19805		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 76			
Property Type	Number	Word Mark	
Registration Number:	2809056	A10	
Registration Number:	1238974	AUSTRALIAN BLADE	
Registration Number:	1106190	BLACK MAX	
Registration Number:	0876434	BLUE MAX	
Registration Number:	3057649	D-TEC	
Registration Number:	0816071	ELITE	
Registration Number:	1518134	GO FOR THE MAX	
Registration Number:	2568562	LARGECORE	
Registration Number:	2855234	M3	
Registration Number:	2354108	MAX DISTANCE	
Registration Number:	1491319	MAX PLUS	
Registration Number:	1339277	MAXFLI	
Registration Number:	0164526	MAXFLI	
Registration Number:	2589157	MAXFLI ELITE	

OP \$1915.00 2809056

Registration Number:	3332793	MAXFLI FIRE
Registration Number:	2166621	MAXFLI REVOLUTION
Registration Number:	2223285	MAXFLI REVOLUTION
Registration Number:	2100065	MAXFLI XS
Registration Number:	2219731	MAXFLI XS DISTANCE
Registration Number:	2219732	MAXFLI XS TOUR
Registration Number:	3597747	X MAXFLI
Registration Number:	3567716	POWERMAX
Registration Number:	3552186	RED MAX
Registration Number:	2248176	REVOLUTION
Registration Number:	2546349	REVOLUTION
Registration Number:	3001655	
Registration Number:	2811108	SOFTMAX
Registration Number:	2333113	TOUR FIRE
Registration Number:	3473070	BLACK MAX
Registration Number:	3610352	SILVERMAX
Registration Number:	3481298	TOUR FIRE
Registration Number:	2718785	MAXFLI
Serial Number:	78615304	BLACK MAX
Serial Number:	78340889	ROYAL MAXFLI
Registration Number:	0954381	MAXPOWER
Serial Number:	76206673	MAXFLI CELEBRITY CHALLENGE
Serial Number:	73185603	SILVER MAX
Serial Number:	73474813	BLACK MAX
Serial Number:	73564773	BLACK MAX
Serial Number:	74019912	MAXFLI MD
Serial Number:	74352714	MAXFLI
Serial Number:	74352715	MAXFLI
Serial Number:	74539018	MAXFLI SLX
Serial Number:	74494041	MAX 357
Serial Number:	75001261	MAXFLI XD
Serial Number:	74067496	MAXFLI GO FOR THE MAX.
Serial Number:	75001262	MAXFLI XF
Serial Number:	75013075	MAXFLI XF
Serial Number:	75013076	MAXFLI XD

Serial Number:	75086608	MAXFLI X-SERIES
Serial Number:	75127456	ROYAL MAXFLI
Serial Number:	75127457	RM
Serial Number:	75130458	MAXFLI RM
Registration Number:	2121565	MAXPOWER
Serial Number:	75322378	MAXFLI XT
Serial Number:	75333925	MAXFLI HT
Serial Number:	75357142	MAXFLI MD TUNGSTEN
Registration Number:	1025796	BLUE MAX
Registration Number:	1083657	
Registration Number:	1106189	GREEN MAX
Registration Number:	1129347	RED MAX
Registration Number:	1332354	MAX 357
Registration Number:	1384503	DIAMOND MAX
Registration Number:	1395928	BLACK MAX
Registration Number:	1499742	POWER MAX
Registration Number:	1613996	ACCU-MAX
Registration Number:	1589082	DYNAMAX
Registration Number:	1547550	
Registration Number:	1632453	MAXFLI ST
Registration Number:	1652497	MAXFLI DDH II
Registration Number:	1768144	MAXFLI CD
Registration Number:	2448993	MAX.FLEX
Registration Number:	2191164	MAXFLI
Registration Number:	2100044	MAXFLI XS
Registration Number:	1489555	RED MAX
Registration Number:	1489548	GOLD MAX

CORRESPONDENCE DATA

Fax Number: (703)836-2021
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 7038366620
Email: bassam.ibrahim@bipc.com
Correspondent Name: Bassam N. Ibrahim
Address Line 1: P.O. Box 1404
Address Line 4: Alexandria, VIRGINIA 22313-1404

ATTORNEY DOCKET NUMBER:	0039805-000527
NAME OF SUBMITTER:	Bassan N. Ibrahim
Signature:	/bassam ibrahim/
Date:	10/15/2009
Total Attachments: 9 source=scan0003#page1.tif source=scan0003#page2.tif source=scan0003#page3.tif source=scan0003#page4.tif source=scan0003#page5.tif source=scan0003#page6.tif source=scan0003#page7.tif source=scan0003#page8.tif source=scan0003#page9.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective as of this 8th 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

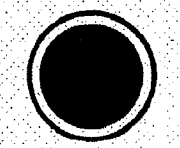
Assignee
American Sports Licensing, Inc.

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

EXHIBIT A


UNITED STATES REGISTERED MARKS

Mark	Goods and/or Services	Owner	Status
A 10 (Stylized) 	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 2,809,056			
AUSTRALIAN BLADE	Golf clubs (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 1,238,974			
BLACK MAX	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 1,106,190			
BLUE MAX	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 876,434			
D-TEC	Golf equipment, namely golf balls, golf clubs, golf club grips, wedges, irons, golf club heads, golf club shafts, and golf bags	Dick's Sporting Goods, Inc.	Registered
Reg. No. 3,057,649			
ELITE	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 816,071			
GO FOR THE MAX	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 1,518,134			
LARGECORE	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered on Supplemental Register
Reg. No. 2,568,562			
M3	Golf equipment, namely golf clubs, golf grips, wedges, putters, shafts, golf balls, golf gloves, golf tees, golf club covers and golf bags (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 2,855,234			
MAX DISTANCE	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 2,354,108			
MAX PLUS	Golf clubs (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 1,491,319			
MAXFLI	Golf gloves (Class 28)	Dick's Sporting Goods, Inc.	Registered
Reg. No. 1,339,277			
MAXFLI	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered

Mark	Goods and/or Services	Owner	Status
Reg. No. 164,526			
MAXFLI Reg. No. 2,718,785	Sports equipment, namely, golf balls, golf clubs, golf club head covers, golf bags, golf gloves (Class 28)	Dick's Sporting Goods, Inc.	Registered
MAXFLI ELITE Reg. No. 2,589,157	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
MAXFLI FIRE Reg. No. 3,332,793	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
MAXFLI REVOLUTION Reg. No. 2,166,621	Golf balls (Class 28)	Dick's Sporting Goods, Inc..	Registered
MAXFLI REVOLUTION Reg. No. 2,223,285	Hats (Class 25); Golf clubs, golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
MAXFLI XS Reg. No. 2,100,065	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
MAXFLI XS DISTANCE Reg. No. 2,219,731	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
MAXFLI XS TOUR Reg. No. 2,219,732	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
X MAXFLI Reg. No. 3,597,747	Golf balls, golf gloves and golf bags (Class 28)	Dick's Sporting Goods, Inc.	Registered
POWERMAX Reg. No. 3,567,716	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
RED MAX Reg. No. 3,552,186	Golf balls (Class 28)	Dick's Sporting Goods, inc.	Registered
REVOLUTION Reg. No. 2,248,176	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered
REVOLUTION Reg. No. 2,546,349	Golf gloves and golf bags (Class 28)	Dick's Sporting Goods, Inc.	Registered
Roundel DESIGN  Reg. No. 3,001,655	Golf equipment, namely golf clubs, golf balls, golf club grips, golf putters, golf club shafts, golf gloves, golf club covers and golf bags (Class 28)	Dick's Sporting Goods, Inc.	Registered





Mark	Goods and/or Services	Owner	Status
SOFTMAX Reg. No. 2,811,108	Golf equipment, namely, golf gloves (Class 28)	Dick's Sporting Goods, Inc.	Registered
TOUR FIRE Reg. No. 2,333,113	Golf clubs and golf club shafts (Class 28)	Dick's Sporting Goods, Inc.	Registered
BLACK MAX BLACK MAX Reg. No. 3,473,070	Golf equipment, namely, golf clubs, golf club headcovers (Class 28)	Dick's Sporting Goods, Inc.	Registered
SILVERMAX Reg. No. 3,610,352	Golf equipment, namely golf clubs, golf grips, putters, shafts, golf balls, golf gloves, golf club covers, and golf bags (Class 28)	Dick's Sporting Goods, Inc.	Registered
TOUR FIRE Reg. No. 3,481,298	Golf equipment, namely golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered


UNITED STATES PENDING APPLICATIONS


Mark	Goods and/or Services	Owner	Status
BLACK MAX AND DESIGN  Serial No. 78/615,304	Golf equipment, namely golf clubs, golf grips, putters, shafts, golf balls, golf clubheads, golf clubhead inserts, golf gloves, golf tees, golf club covers, and golf bags (Class 28)	Dick's Sporting Goods, Inc.	Pending - Allowed

COMMON LAW MARKS

MARK	GOODS/ SERVICES	OWNER PER USPTO RECORDS	STATUS PER USPTO RECORDS
ROYAL MAXFLI Serial No. 78/340889	Golf equipment, namely, golf clubs, golf wedges, golf putters, golf shafts, golf balls, golf gloves and golf bags	Taylor Made Golf Company, Inc.	Abandoned
MAXPOWER Registration No. 954,381	Golf clubs (Class 28)	Taylor Made Golf Company, Inc.	Expired
MAXFLI CELEBRITY CHALLENGE Serial No. 76/206,673	Golf promotional tournament (Class 35)	Taylor Made Golf Company, Inc.	Abandoned
SILVER MAX Serial No. 73/185,603	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
BLACK MAX Serial No. 73/474,813	Tennis rackets, frames and covers (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
BLACK MAX Serial No. 73/564,773	Golf clubs (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI MD Serial No. 74/019,912	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI (STYLIZED) Maxfli Serial No. 74/352,714	Umbrellas (Class 18); Hats and visors (Class 25); Golf balls, golf clubs, golf gloves, golf bags and golf club head covers (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI Serial No. 74/352,715	Umbrellas (Class 18); Hats and visors (Class 25); Golf balls, golf clubs, golf gloves, golf bags and golf club head covers (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI SLX Serial No. 74/539,018	Golf gloves (Class 28)	Taylor Made Golf Company, Inc.	Cancelled

MARK	GOODS/ SERVICES	OWNER PER USPTO RECORDS	STATUS PER USPTO RECORDS
MAX 357 AND DESIGN  Serial No. 74/494,041	Golf clubs (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI XD Serial No. 75/001,261	Golf gloves (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI GO FOR THE MAX. AND DESIGN  Serial No. 74/067,496	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI XF Serial No. 75/001,262	Golf gloves (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI XF Serial No. 75/013,075	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI XD Serial No. 75/013,076	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI X-SERIES Serial No. 75/086,608	Golf balls and golf gloves (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
ROYAL MAXFLI Serial No. 75/127,456	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
RM AND DESIGN  Serial No. 75/127,457	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI RM AND DESIGN  Serial No. 75/130,458	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXPOWER Reg. No. 2,121,565	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled

MARK	GOODS/ SERVICES	OWNER PER USPTO RECORDS	STATUS PER USPTO RECORDS
MAXFLI XT (STYLIZED) MAXFLI XT Serial No. 75/322,378	Golf gloves (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI HT (STYLIZED) MAXFLI HT Serial No. 75/333,925	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI MD TUNGSTEN Serial No. 75/357,142	Golf balls (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
BLUE MAX Reg. No. 1,025,796	Golf clubs (Class 28)	Dunlop Slazenger Corporation	Expired
Design  Reg. No. 1,083,657	Golf balls (Class 28)	Dunlop Slazenger Corporation	Expired
GREEN MAX Reg. No. 1,106,189	Golf balls (Class 28)	Dunlop Maxfli Sports Corporation	Expired
RED MAX Reg. No. 1,129,347	Golf balls (Class 28)	Dunlop Maxfli Sports Corporation	Cancelled
SILVER MAX	Golf balls (Class 28)	Dunlop Slazenger Corporation	Cancelled
MAX 357 Reg. No. 1,332,354	Golf clubs (Class 28)	Dunlop Maxfli Sports Corporation	Cancelled
DIAMOND MAX Reg. No. 1,384,503	Golf clubs (Class 28)	Dunlop Maxfli Sports Corporation	Cancelled
BLACK MAX Reg. No. 1,395,928	Golf clubs (Class 28)	Dunlop Maxfli Sports Corporation	Cancelled
POWER MAX Reg. No. 1,499,742	Golf balls (Class 28)	Dunlop Slazenger Corporation	Cancelled
ACCU-MAX Reg. No. 1,613,996	Golf clubs (Class 28)	Dunlop Slazenger Corporation	Cancelled

MARK	GOODS/ SERVICES	OWNER PER USPTO RECORDS	STATUS PER USPTO RECORDS
DYNAMAX Reg. No. 1,589,082	Golf clubs (Class 28)	Dunlop Slazenger Corporation	Cancelled
Rounded design  Reg. No. 1,547,550	Golf clubs (Class 28)	Dunlop Slazenger Corporation	Cancelled
MAXFLI ST Reg. No. 1,632,453	Golf balls (Class 28)	Dunlop Slazenger Corporation	Cancelled
MAXFLI DDH II Reg. No. 1,652,497	Golf balls (Class 28)	Dunlop Maxfli Sports Corporation	Cancelled
MAXFLI CD Reg. No. 1,768,144	Golf balls (Class 28)	Dunlop Maxfli Sports Corporation	Cancelled
MAX.FLEX Reg. No. 2,448,993	Golf gloves (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI MAXFLI Reg. No. 2,191,164	Umbrellas (Class 18) Rainwear, hats, visors (Class 25) Golf balls, golf clubs, golf gloves, golf club head covers, golf bags (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
MAXFLI XS Reg. No. 2,100,044	Golf gloves (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
RED MAX Reg. No. 1,489,555	Golf clubs (Class 28)	Taylor Made Golf Company, Inc.	Cancelled
GOLD MAX Reg. No. 1,489,548	Golf balls (Class 28)	Dick's Sporting Goods, Inc.	Registered