

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|--|---------------------------------|--|--------------------------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| TruStripe, LLC | | 02/15/2010 | LIMITED LIABILITY COMPANY: TENNESSEE |
| RECEIVING PARTY DATA | | | |
| Name: | Ariens Company | | |
| Street Address: | 655 W. Ryan Street | | |
| City: | Brillion | | |
| State/Country: | WISCONSIN | | |
| Postal Code: | 54110-1072 | | |
| Entity Type: | CORPORATION: WISCONSIN | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77316809 | TRUSTRIPE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (414)297-4900 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Phone: | 414-297-5723 | | |
| Email: | PTOMailMilwaukee@foley.com | | |
| Correspondent Name: | Richard J. McKenna | | |
| Address Line 1: | Foley & Lardner LLP | | |
| Address Line 2: | 777 E. Wisconsin Ave. | | |
| Address Line 4: | Milwaukee, WISCONSIN 53202-5306 | | |
| ATTORNEY DOCKET NUMBER: | 096544-0110 | | |
| NAME OF SUBMITTER: | Kimberly N. Vopal | | |
| Signature: | /Kimberly N. Vopal/ | | |

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 REEL: 004151 FRAME: 0575**

Date:

02/18/2010

Total Attachments: 1

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TRUSTRIPLE, LLC

TRADEMARK ASSIGNMENT

WHEREAS, TruStripe, LLC, a Tennessee limited liability company (“ASSIGNOR”), is the current owner of the trademark TRUSTRIPLE and all associated rights including the rights embodied in US TM Application Ser. No. 77/316,809 (the “Mark”); and

WHEREAS, Ariens Company, a Wisconsin corporation (“ASSIGNEE”), wishes to acquire the Mark together with the goodwill of the business in connection with which the Mark is used;

WHEREAS, ASSIGNOR and ASSIGNEE have executed an Asset Purchase Agreement through which certain assets of the ASSIGNOR, including the Mark, have been assigned to ASSIGNEE and the purpose of this Trademark Assignment Agreement is to further memorialize a portion of the terms of the Asset Purchase Agreement for purposes of recordation before the U.S. Patent and Trademark Office.

NOW, THEREFORE, in consideration of and in exchange for the valuable and legally sufficient consideration set forth in the Asset Purchase Agreement, the receipt of which Assignor hereby acknowledges, ASSIGNOR hereby agrees to and does sell, assign and transfer to ASSIGNEE its entire right, title and interest in and to the Mark together with the goodwill of the business to which the Mark pertains, as well as all rights of enforcement and recovery for past infringement. ASSIGNOR further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed as of the 15th day of February, 2010.

Assignor: TruStripe, LLC

By: 

Name: Russ Lamorn

Title: Sole Manager and Member