

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
Big Cedar, L.L.C.		03/30/2010	LIMITED LIABILITY COMPANY: MISSOURI
RECEIVING PARTY DATA			
Name:	American Sportsman Holdings Co.		
Street Address:	2500 East Kearney Street		
City:	Springfield		
State/Country:	MISSOURI		
Postal Code:	65898		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	74505373	TOP OF THE ROCK	
CORRESPONDENCE DATA			
Fax Number:	(314)480-1505		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3144801500		
Email:	tracey.paterson@huschblackwell.com		
Correspondent Name:	Husch Blackwell Sanders LLP		
Address Line 1:	190 Carondelet Plaza		
Address Line 2:	Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	500137.3		
NAME OF SUBMITTER:	William B. Kircher		
Signature:	/William B. Kircher/		

OP \$40.00 74505373

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**TRADEMARK
 REEL: 004177 FRAME: 0035**

Date:

03/31/2010

Total Attachments: 3

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ASSIGNMENT

WHEREAS, Big Cedar, L.L.C., a corporation organized and existing under the laws of the State of Missouri with its principal office and place of business at 2500 East Kearney Street, Springfield, Missouri 65898, ("Assignor"), is the sole owner of the entire right, title and interest in and to the trademarks listed on Schedule A hereto (hereinafter "Marks"), together with the goodwill of the business in connection with which the Marks are used; and

WHEREAS, American Sportsman Holdings Co., a corporation organized and existing under the laws of the State of Missouri, its principal office and place of business at 2500 East Kearney Street, Springfield, Missouri 65898 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks, together with the goodwill of the business in connection with which the Marks are used; and

WHEREAS, Assignor desires to transfer all its right, title and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used.

NOW, THEREFORE, for one dollar and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Marks, with the right to sue for damages, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States or any official of any country or countries foreign to the United States whose duty it is to register trademarks to record Assignee as the assignee and owner of the Marks. Assignor hereby covenants and agrees that it will execute any and all instruments and documents reasonably necessary to aid the Assignee, its successors, legal representatives, and assigns, in the implementation and perfection of this Assignment.

If any provision of this Agreement is, becomes or is deemed invalid or unenforceable in any jurisdiction, such provision shall be deemed amended to conform to applicable law so as to be valid, legal and enforceable in such jurisdiction so deeming. If such provision cannot be amended without materially altering the intention of the parties, it shall be stricken and the remainder of the Agreement shall continue in full force and effect.

This Agreement contains the entire agreement and understanding between the parties and supersedes any previous agreement and understanding, written or oral, relating to the subject matter of this Agreement.

This Agreement shall inure to the benefit of, and be binding upon the parties, their successors and assigns. Assignor agrees to execute any other documents necessary to confirm the assignment set forth herein.

Assignor hereby covenants and agrees that it will execute any and all instruments and documents reasonably necessary to aid the Assignee, its successors, legal representatives, and assigns, in the implementation and recordation of this Assignment.

This assignment is effective as of 30th day of March, 2010

Assignor: Big Cedar, L.L.C.

By: Larry K. Wilcher

Printed Name: VP General Counsel

Title: Larry K. Wilcher

Assignee: American Sportsman Holdings Co.

By: J.A. Hagale

Printed Name: James A. Hagale

Title: President

SCHEDULE A

Mark	Registration No.	Serial No.
TOP OF THE ROCK	2,081,858	74/505,373