

TRADEMARK ASSIGNMENT

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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
Genmar Minnesota, Inc.		05/20/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Larson Boats, LLC		
Street Address:	8096 Excelsior Boulevard		
City:	Hopkins		
State/Country:	MINNESOTA		
Postal Code:	55343		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77647677	EXPERIENCE IS EVERYTHING	
CORRESPONDENCE DATA			
Fax Number:	(612)332-9081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-332-5300		
Email:	kanderson@merchantgould.com		
Correspondent Name:	Scott W. Johnston		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	16522.86US01		
NAME OF SUBMITTER:	Scott W. Johnston		
Signature:	/Scott W. Johnston/		
Date:	07/01/2010		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Genmar Minnesota, Inc. (hereinafter "Assignor"), a Delaware corporation, is the record owner of United States Trademark Application No. 77/647677 filed on January 12, 2009 for the mark EXPERIENCE IS EVERYTHING;

WHEREAS, Larson Boats, LLC (hereinafter Assignee"), a limited liability company organized under the laws of Delaware with offices at 8096 Excelsior Boulevard, Hopkins, Minnesota 55343, is desirous of acquiring all right, title and interest in and to said Canadian trademark application;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in Canada in and to said trademark, together with the goodwill and other incidents of its business associated with or symbolized by said trademark.

EXECUTED this 20th day of May, 2010.

Genmar Minnesota, Inc.

By: [Signature]
David Steichen
Authorized Person

STATE OF MINNESOTA)
COUNTY OF Hennepin) ss

Subscribed and sworn to before me a Notary Public, this 20th day of May, 2010.

[Signature]
Notary Public
My Commission Expires 1/31/2015

