

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
Genmar IP LLC		05/20/2010	LIMITED LIABILITY COMPANY: 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	
Registration Number:	3059534	SENZA	
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:	16522.85US01		
NAME OF SUBMITTER:	Scott W. Johnston		
Signature:	/Scott W. Johnston/		
Date:	07/06/2010		

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REEL: 004236 FRAME: 0980

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Genmar IP LLC, a Delaware limited liability company (hereinafter "Assignor"), is the record owner of United States trademark registration number 3059534 for the mark SENZA;

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 trademark registration;

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 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 IP LLC

By: David Steichen

David Steichen
Authorized Person

STATE OF MINNESOTA)

COUNTY OF Anneoka) ss

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

Susan B. Thomas
Notary Public

My Commission Expires 1/31/2015

