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
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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

OP $40.00 3059534

Total Attachments: 1
source=senza assignment#page1.tif

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)
) ss
COUNTY OF Hennepin)

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

Susan Thomas

Notary Public
My Commission Expires 1/31/2005

Susan B. Thomas
Notary Public
Minnesota
My Commission Expires January 31, 2015