

TRADEMARK ASSIGNMENT

Electronic 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
Pure Fishing, Inc.		07/07/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	Abu Aktiebolag		
Street Address:	S-376 81		
City:	Svangsta		
State/Country:	SWEDEN		
Entity Type:	CORPORATION: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77820575	ABU GARCIA EHS	
CORRESPONDENCE DATA			
Fax Number:	(206)805-4801		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	206-805-4800		
Email:	trademarks@k2sports.com		
Correspondent Name:	Julie C. VanDerZanden		
Address Line 1:	K-2 Corporation		
Address Line 2:	4201 6th Avenue South		
Address Line 4:	Seattle, WASHINGTON 98108		
ATTORNEY DOCKET NUMBER:	PUREF-2-27970		
DOMESTIC REPRESENTATIVE			
Name:	Julie C. VanDerZanden		
Address Line 1:	K-2 Corporation		
Address Line 2:	4201 6th Avenue South		
Address Line 4:	Seattle, WASHINGTON 98108		

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NAME OF SUBMITTER:	Julie C. VanDerZanden
Signature:	/Julie C. VanDerZanden/
Date:	07/08/2010
Total Attachments: 3 source=Pure Fishing to Abu Assignment#page1.tif source=Pure Fishing to Abu Assignment#page2.tif source=Pure Fishing to Abu Assignment#page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "*Assignment*") is entered into as of July 7, 2010, between Abu Aktiebolag (Abu AB), a corporation organized and existing under the laws of Sweden, having a place of business at S-376 81 Svangsta, Sweden ("*Assignee*") and Pure Fishing, Inc., a corporation organized and existing under the laws of the state of Iowa, having a place of business at 1900 18th Street, Spirit Lake, Iowa, 51360, United States of America ("*Assignor*").

RECITALS

WHEREAS, Assignor desires to assign to Assignee all of Assignor's rights, title and interest in and to (a) all trademarks, trade names, corporate names, business names, domain names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature (whether registered or unregistered), all registrations and recordings thereof and all applications in connection therewith, including registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State or territory thereof or any other country or any political subdivision thereof; (b) all reissues, extensions or renewals thereof; and (c) all goodwill associated with or symbolized by any of the foregoing listed on Exhibit A attached hereto and incorporated herein (collectively, the "*Trademarks*").

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing premises, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the covenants and agreements in this Assignment, Assignor hereby agrees as follows:

1. Grant. Assignor does hereby sell, transfer, convey, assign and deliver to Assignee all of Assignor's rights, title and interest in and to the Trademarks, together with the goodwill of the business pertaining thereto and the portion of the business to which the Trademarks pertain, which is ongoing and existing, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, together with all claims for damages by reason of past infringements of the Trademarks, along with the right to sue for and collect such damages for the use and benefit of Assignee and Assignee's successors, assigns and other legal representatives.

2. Representations and Warranties of the Parties. Each party represents and warrants that (a) this Assignment is a legal, valid and binding obligation of the warranting party, (b) such party has full power and authority to enter into and perform its obligations under this Assignment in accordance with its terms and (c) such party is and will remain free of any obligations and restrictions that would prevent or impede its performance of its obligations under this Assignment.

3. Further Assurances. Each party will, without additional consideration, take such further actions and execute promptly such further documents and instruments as are necessary to effect and record the above assignment, including any actions, documents or instruments required by the applicable registrar to document the transfer herein or as may be necessary to protect, perfect, secure and vest good, valid and marketable title to the Trademarks and related rights in Assignee.

4. Recording of Assignment. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any officer of any country or countries foreign to the United States, whose duty it is to issue service marks, trademarks or other evidence or forms of intellectual property protection or applications, to issue the same to Assignee and Assignee's successors, assigns and other legal representatives in accordance with the terms of this instrument.

5. Counterparts. This Agreement may be executed by facsimile signature and in two or more counterparts, each of which shall be deemed to be an original but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, this Assignment has been executed as of the day and year first written above.

ASSIGNOR:

Pure Fishing, Inc.

By: Julie C. VanDerZanden

Name: Julie C. VanDerZanden

Title: Intellectual Property Counsel

