

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
Brunswick Fishing Corporation	FORMERLY Zebco Corporation	02/26/2002	Subsidiary:
RECEIVING PARTY DATA			
Name:	Brunswick Corporation		
Street Address:	One North Field Court		
City:	Lake Forest		
State/Country:	ILLINOIS		
Postal Code:	60045		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1652162	GREAT WHITE	
CORRESPONDENCE DATA			
Fax Number:	(920)929-5253		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	920-929-5442		
Email:	joan_cannon@mercmarine.com		
Correspondent Name:	Joan E. Linder Cannon		
Address Line 1:	W6250 Pioneer Road		
Address Line 4:	Fond du Lac, WISCONSIN 54935		
ATTORNEY DOCKET NUMBER:	T5341A MG		
NAME OF SUBMITTER:	Joan E. Linder Cannon		
Signature:	/JELC/		
Date:	08/02/2010		

CH \$40.00 1652162

Total Attachments: 3

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ASSIGNMENT

WHEREAS, Brunswick Fishing Corporation, a Delaware Corporation, formerly known as Zebco Corporation, is the owner of the trademarks listed on the attached Schedules 1A – 1F and the patents listed on the attached Schedules 2A – 2C and the respective registrations and applications (if any) related thereto (the "Subject Intellectual Property"); and

WHEREAS, Brunswick Fishing Corporation is a wholly owned subsidiary of Brunswick Corporation, a Delaware Corporation; and

WHEREAS, Brunswick Corporation is desirous of acquiring ownership of the Subject Intellectual Property; and

WHEREAS, Brunswick Fishing Corporation is desirous of assigning ownership of the Subject Intellectual Property to its parent Brunswick Corporation;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Brunswick Fishing Corporation, formerly known as Zebco Corporation, does hereby assign unto Brunswick Corporation all right, title and interest it has in and to the Subject Intellectual Property, together with the good will of the business symbolized by the Subject Intellectual Property.

Dated: February 26, 2002

BRUNSWICK FISHING CORPORATION

By: Lloyd C. Chatfield
Name: Lloyd C. Chatfield
Title: Secretary

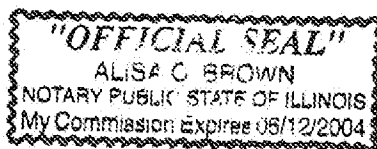
STATE OF ILLINOIS)
)
COUNTY OF COOK) ss.

Subscribed and sworn to before me this 26th day of February, 2002.


Notary Public

My Commission Expires:

6.12.04



Schedule 1A
Registered United States Trademarks

<u>Trademark</u>	<u>Registration Number</u>
Beast	2,020,137
Black MAX (and design)	2,002,609
BOUNCE BUSTER (and design)	1,978,082
BRUTE	1,536,090
DURA AMP 2	1,960,549
GATOR MOUNT (and design)	1,960,244
GREAT WHITE	1,652,162
KWIK KICK	1,378,853
LAKE SPORT	2,063,271
LAZER	1,958,024
LAZER ELECTRIC STEER (and design)	2,004,118
LEAN'N POST	2,041,321
MAGNUM	1,282,173
MOTORGUIDE (and design)	1,616,405
NINJA (and design)	1,965,453
PINPOINT	2,094,140
POWER PLUS	2,039,744
QUICK STIK	2,022,167
Shark Design	1,969,809
SWIVL-EZE	1,456,445
WEEDGUIDE	1,289,811
WHISPER GUIDE	2,039,745