

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
Talent Sport, Inc.		08/04/2010	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	Hillerich & Bradsby Co.
Street Address:	800 West Main Street
City:	Louisville
State/Country:	KENTUCKY
Postal Code:	40202
Entity Type:	CORPORATION: KENTUCKY

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77930731	BIONIC FLEX CUP

CORRESPONDENCE DATA

Fax Number: (502)561-0442
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 502-584-1135
 Email: jgregory@midtreut.com
 Correspondent Name: Julie Ann Gregory
 Address Line 1: 2500 Brown & Williamson Tower
 Address Line 4: Louisville, KENTUCKY 40202

NAME OF SUBMITTER:	Julie Ann Gregory
Signature:	/Julie Ann Gregory/
Date:	08/10/2010

Total Attachments: 2
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**TRADEMARK
 REEL: 004257 FRAME: 0389**

OP \$40.00 77930731

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT, effective as of March 22, 2010, is by and between **TALENT SPORT, INC.**, a Corporation organized under the laws of the State of Pennsylvania, with a business address of 3160 S. Classen, Norman, Oklahoma 73071 (referred to hereinafter as "Assignor"), and **HILLERICH & BRADSBY CO.**, a Corporation organized under the laws of the Commonwealth of Kentucky, with a business address of 800 West Main Street, Louisville, Kentucky 40202 (referred to hereinafter as "Assignee").

WITNESSETH:

WHEREAS, Assignor has been using the mark BIONIC FLEX CUP in connection with "groin protectors used while participating in sports, namely, baseball, softball and/or soccer" (the "Mark") since on or about January 1, 2009, and has filed an application to the mark with the United States Patent and Trademark Office ("USPTO"), that being U.S. Application Serial No. 77/930,731 (the "Application"); and

WHEREAS, Assignee is desirous of acquiring the entire and exclusive right, title and interest in and to the Mark and Application together with the goodwill of the business connected with the use of and symbolized by the Mark; and

WHEREAS, Assignor desires to assign and transfer to Assignee, and Assignee desires to receive from Assignor, the entire and exclusive right, title and interest in and to the Mark and Application, together with the goodwill of the business connected with the use of and symbolized by the Mark.

NOW, THEREFORE, in consideration of one dollar (U.S. \$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee and its successors, assigns and nominees without any restrictions, reservations, or limitations:

1. The entire and exclusive right, title and interest in and to the Mark and Application, together with the goodwill of the business connected with the use of and symbolized by the Mark, including the right to register the Mark in Assignee's name throughout the world; and

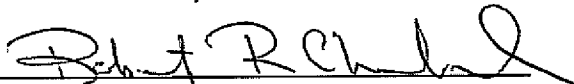
2. The sole right to enforce rights in said Mark and Application, with the right to sue for and recover for Assignee's own use accrued profits or damages for any and all causes of action, claims, and demands and other rights for infringements thereof, including, but not limited to past infringements with respect to which Assignor waives any right to receive any portion thereof.

Assignor covenants that Assignor has the full right to enter into this Assignment and further agrees without further consideration to cause to be performed such other

lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the legal and record owner of each of the rights hereby conveyed.

IN WITNESS WHEREOF, Talent Sport, Inc. has caused this Assignment to be duly executed as set forth below, effective as of the date and year first above written.

TALENT SPORT, INC.

By: 
Robert R. Cleveland

Title: President

Dated: 8-4-2010