

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
Mercury Sports, Inc.		08/05/2010	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	IPICO Innovation Inc.		
Street Address:	4480 Harvester Road		
City:	Burlington, Ontario		
State/Country:	CANADA		
Postal Code:	L7L 4X2		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77379578	IPICO SPORTS	
CORRESPONDENCE DATA			
Fax Number:	(309)637-4928		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	309-637-4900		
Email:	michael.fricke@huschblackwell.com		
Correspondent Name:	Michael Fricke		
Address Line 1:	401 Main Street, Suite 1400		
Address Line 4:	Peoria, ILLINOIS 61602		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

OP \$40.00 77379578

NAME OF SUBMITTER:	Michael Fricke
Signature:	/Michael Fricke/
Date:	08/12/2010
Total Attachments: 2 source=Trademark_Assignment#page1.tif source=Trademark_Assignment#page2.tif	

Trademark Assignment

THIS ASSIGNMENT, effective as of the 5th day of AUGUST, 2010, is made by MERCURY SPORTS, INC., an Illinois corporation ("Assignor"), in favor of IPICO INNOVATION INC., an Ontario, Canada, corporation ("Assignee").

WITNESSETH:

WHEREAS, Assignor has agreed to sell and convey to Assignee all of its rights in and to the trademark, IPICO SPORTS, owned by Assignor (the "Trademark"); and

WHEREAS, the Trademark is registered with the United States Patent and Trademark Office under Registration No. 3597305; and

WHEREAS, Assignor desires to sell, transfer and assign to Assignee all of Assignor's right, title and interest in and to the Trademark together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof; and

WHEREAS, Assignee desires to acquire from Assignor the Trademark together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

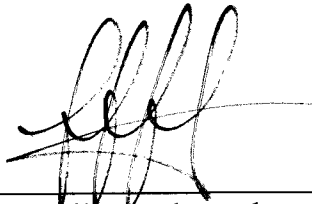
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Trademark for the United States and throughout the world, together with all of the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

TO HAVE AND TO HOLD by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had not this transfer and assignment been made.

Assignor covenants and agrees that it will, without charge to Assignee, whenever so required by Assignee, execute and deliver such further instruments and perform any other reasonable acts that Assignee may require as may be necessary or convenient for vesting in Assignee the full benefit of all of the rights and premises hereby assigned and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in possession or control of Assignor.

EXECUTED as of the day and date first above written.

Mercury Sports, Inc.



By: _____
Name: Philip Lockwood
Title: President

STATE OF ILLINOIS)
) ss.
COUNTY OF PEORIA)

I, a Notary Public of the County and State aforesaid, certify that Philip Lockwood personally came before me this day and acknowledged that he is the President of Mercury Sports, Inc., an Illinois corporation, and that by authority duly given, he signed the foregoing instrument as his free and voluntary act and as the free and voluntary act of said corporation.

WITNESS my hand and official stamp or seal, this 5th day of August,
2008.10


Notary Public

