

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
Colonel's, Inc.		08/30/2010	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Rugged Liner, Inc.		
Street Address:	951 Aiken Road		
City:	Owosso		
State/Country:	MICHIGAN		
Postal Code:	48867		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2953207	RUGGED PLUS	
CORRESPONDENCE DATA			
Fax Number:	(248)645-1568		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2486451483		
Email:	ipdocket@h2law.com		
Correspondent Name:	Samuel J. Haidle		
Address Line 1:	450 West Fourth Street		
Address Line 4:	Royal Oak, MICHIGAN 48067-2557		
ATTORNEY DOCKET NUMBER:	105992.00020		
NAME OF SUBMITTER:	Samuel J. Haidle		
Signature:	/Samuel J. Haidle/		
Date:	08/30/2010		

CH \$40.00 2953207

Total Attachments: 1
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**ASSIGNMENT
(Registered Mark)**

COLONEL'S, INC. ("Assignor") of 951 Aiken Road, Owosso, Michigan, 48867 is the current owner of the mark **RUGGED PLUS**, for which Assignor obtained a registration from the United States Patent and Trademark Office, Registration No. 2953207.


RUGGED LINER, INC. ("Assignee") of 951 Aiken Road, Owosso, Michigan, 48867 is desirous of acquiring this mark.

Now, therefore, for good and valuable consideration, receipt of which is acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the mark, together with the good will of the business symbolized by the mark, and the above identified registration of the mark, along with the right to recover damages and profits for past infringement thereof.

ASSIGNOR

COLONEL'S, INC.

Date: 8-30-10


Scott Williamson
President