

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
Sellers Mfg., Inc.		08/26/2010	CORPORATION: INDIANA
RECEIVING PARTY DATA			
Name:	Lippert Components Manufacturing, Inc.		
Composed Of:	COMPOSED OF entire interest and the goodwill		
Street Address:	2703 College Avenue		
City:	Goshen		
State/Country:	INDIANA		
Postal Code:	46528		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2970285	RUFF NECK	
CORRESPONDENCE DATA			
Fax Number:	(312)759-5646		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-214-4800		
Email:	mballesteros@btlaw.com		
Correspondent Name:	William M. Lee, Jr.		
Address Line 1:	1 N Wacker Drive		
Address Line 2:	Suite 4400		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	26914-4		
NAME OF SUBMITTER:	William M. Lee, Jr.		
Signature:	/William M. Lee, Jr./		

CH \$40.00 2970285

900170621

**TRADEMARK
 REEL: 004270 FRAME: 0232**

Date:

08/31/2010

Total Attachments: 1

source=RUFFassignment#page1.tif

26914-4

TRADEMARK ASSIGNMENT

WHEREAS, Sellers Mfg., Inc., an Indiana corporation, having its principal place of business at 601 North Old State Road 15, Milford, IN 46542 ("Assignor") has adopted, and used the trademark for which the following registration has been obtained:

Trademark	Registration No.	Issue Date
RUFF NECK	2,970,285	July 19, 2005

WHEREAS, Lippert Components Manufacturing, Inc., a Delaware corporation, having its principal place of business at 2703 College Avenue, Goshen, Indiana, 46528 ("Assignee"), is desirous of said trademark, the registration thereon, and the goodwill of the business associated with said trademark;

NOW, THEREFORE, for good and valuable considerations, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the Assignee its entire rights in and to the said trademark, together with the goodwill of the business symbolized by the trademark and the above identified registration associated therewith.

Date: August 26, 2010

Kenneth J. Sellers

CHDS01 WLEE 615038V1