

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Virgil V. Ward Trust Agreement		04/11/2008	TRUST: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SpringVale Academy Endowment Fund		
<b>Street Address:</b>	4150 S. M-52 Highway		
<b>City:</b>	Owosso		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48867		
<b>Entity Type:</b>	Endowment Fund: MICHIGAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1361071	CHAMPIONSHIP FISHING	
Registration Number:	3337604	CHAMPIONSHIP FISHING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(816)983-8080		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	816-983-8000		
<b>Email:</b>	pto-kc@huschblackwell.com		
<b>Correspondent Name:</b>	Lara S. Dickey		
<b>Address Line 1:</b>	4801 Main Street		
<b>Address Line 2:</b>	Suite 1000		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64112		
<b>ATTORNEY DOCKET NUMBER:</b>	506440.1		
<b>NAME OF SUBMITTER:</b>	Lara S. Dickey		
<b>Signature:</b>	/larasdickey/		

CH \$65.00 1361071

Date:

10/12/2010

Total Attachments: 2

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ASSIGNMENT

WHEREAS, the VIRGIL V. WARD TRUST AGREEMENT DATED FEBRUARY 1, 1991 C/O Sandra K. Curnutte, Trustee, P. O. BOX 411, Drexel, MO 64742, is the assignee and owner, and has adopted, used and is using the following Marks:

<u>Reg. No.</u>	<u>Mark</u>	<u>Issue Date</u>
1.361.071	CHAMPIONSHIP FISHING	September 17, 1985
3.337.604	CHAMPIONSHIP FISHING	November 20, 2007

WHEREAS, Virgil V. Ward, the grantor of the VIRGIL V. WARD TRUST AGREEMENT DATED FEBRUARY 1, 1991, died and upon his death, said Trust Agreement directs the trustee to sell and distribute the proceeds of the sale of said Marks to the beneficiary, SPRINGVALE ACADEMY ENDOWMENT FUND or to distribute such Marks to SPRINGVALE ACADEMY ENDOWMENT FUND, and

WHEREAS, SPRINGVALE ACADEMY ENDOWMENT FUND is desirous of acquiring said Marks, and the registrations thereof as a direct distribution;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and pursuant to said TRUST AGREEMENT, SANDRA K. CURNUTTE, Trustee of the VIRGIL V. WARD TRUST AGREEMENT DATED FEBRUARY 1, 1991, as amended, does hereby assign unto the said SPRINGVALE ACADEMY ENDOWMENT FUND, with mailing address of 4150 S. M-52 Highway, Owosso, Michigan 48867, all right, title and interest in and to the said Marks, together with the goodwill of the business symbolized by the Marks and the above identified registrations

together with the right to sue for and collect on all claims for damages by reason of past infringement of said Marks.

Executed this 11 day of April, 2008.

VIRGIL V. WARD TRUST AGREEMENT  
DATED FEBRUARY 1, 1991

By Sandra K. Curmutte  
Sandra K. Curmutte, Trustee

ACKNOWLEDGMENT

STATE OF MISSOURI    )  
                                  ) SS  
COUNTY OF JACKSON )

On this 11 day of April, 2008, before me, a Notary Public, personally appeared Sandra K. Curmutte Trustee for the Virgil V. Ward Trust Agreement Dated February 1, 1991, known to me to be the same person described in and who executed the within Assignment in behalf of the trust as Trustee and acknowledged to me that said Trustee executed the same for the purposes therein stated.

In Witness Whereof, I have hereunto set my hand and affixed my official seal at my office the day and year last above written.

[Signature]  
Notary Public

My Term Expires:

*[Faint Notary Seal]*