

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
Joyce E. Huffman		11/13/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	L. H. Holdings, Inc.		
Street Address:	820 Enterprise Drive		
City:	Slinger		
State/Country:	WISCONSIN		
Postal Code:	53086		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77347109	BIG GAME CAMO	
CORRESPONDENCE DATA			
Fax Number:	(414)978-8789		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(414) 277-5789		
Email:	tm-dept@quarles.com		
Correspondent Name:	Cheryl M. Smukowski		
Address Line 1:	Quarles & Brady LLP		
Address Line 2:	411 East Wisconsin		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	132724.00005		
NAME OF SUBMITTER:	Cheryl M. Smukowski		
Signature:	/cms/		
Date:	11/23/2010		

CH \$40.00 77347109

Total Attachments: 1
source=TM Assignment#page1.tif

ASSIGNMENT

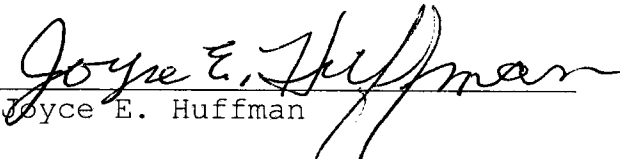
This Assignment is by Joyce E. Huffman ("Assignor") for the benefit of L.H. Holdings, Inc., a Wisconsin corporation ("Assignee"), having its principal place of business at 820 Enterprise Drive, Slinger, Wisconsin 53086.

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the U.S. Trademark Application Serial No. 77/347,109, filed in the U.S. Patent and Trademark Office on December 7, 2007, which application is now valid and subsisting (the "Application"), and the corresponding trademark BIG GAME CAMO (the "Trademark"); and

WHEREAS, Assignee desires to acquire from Assignor the Trademark and the Application and the goodwill of the business in connection with which the Trademark is used;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to sell, assign, and transfer to Assignee, its successors and assigns, and does hereby sell, assign, and transfer to Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to the Trademark and the Application and the goodwill of the business symbolized by the Trademark and in connection with which the Trademark is used, and all claims and demands, if any, including all claims and demands for past infringement, that Assignor may have in connection with the Trademark or the Application arising before and as of the date of this Assignment.

Dated November 13, 2010.


Joyce E. Huffman