

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GEAR UP 2 GO, LLC		01/31/2011	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	ASSOCIATED COMMERCIAL FINANCE, INC.		
Street Address:	19601 West Bluemound Road		
Internal Address:	Suite 100		
City:	Brookfield		
State/Country:	WISCONSIN		
Postal Code:	53045		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85136677	GEARUP2GO	
CORRESPONDENCE DATA			
Fax Number:	(414)298-8097		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4142988230		
Email:	asmyczek@reinhartlaw.com		
Correspondent Name:	Alec Smyczek		
Address Line 1:	1000 N. Water St.		
Address Line 2:	Suite 1700		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	013121-0257		
NAME OF SUBMITTER:	Alec Smyczek		
Signature:	/Alec Smyczek/		

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TRADEMARK
 REEL: 004465 FRAME: 0488

Date:

02/01/2011

Total Attachments: 3

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NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF SECURITY INTEREST IN TRADEMARKS is made the 31st day of January, 2011 from GEAR UP 2 GO, LLC, a Wisconsin limited liability company having a place of business at 205 North Depot Street, Fox Lake, Wisconsin 53933 (the "Company"), to and for the benefit of ASSOCIATED COMMERCIAL FINANCE, INC., a Wisconsin corporation having a place of business at 19601 West Bluemound Road, Suite 100, Brookfield, Wisconsin 53045 (the "Secured Party"), as collateral agent for the Benefited Parties (as defined in the Security Agreement referred to below).


The Company and the Secured Party acknowledge the following:

1. The Secured Party and the Company have executed a Security Agreement dated as of January 31, 2011 (the "Security Agreement").
2. The Company owns the trademarks (the "Trademarks") listed on Exhibit A attached hereto, which Trademarks have been granted by, or applications therefor are pending before, the United States Patent and Trademark Office.
3. The Company has granted to the Secured Party, for the benefit of the Benefited Parties, on the terms and conditions set forth in the Security Agreement, a security interest in the Trademarks and all applications therefor and the goodwill of the Company's business connected with and symbolized by the Trademarks and in and to all proceeds and benefits thereof, on the terms and conditions set forth in the Security Agreement.

GEAR UP 2 GO, LLC

Dated January 31, 2011.

BY KOLPIN OUTDOORS, INC., its
Manager

BY 
Name: TOM LUTZ
Title: PRESIDENT

ASSOCIATED COMMERCIAL
FINANCE, INC., as Collateral Agent for
the Benefited Parties

Dated January 31, 2011

BY _____
Name: _____
Title: _____

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GEAR UP 2 GO, LLC

Dated January 31, 2011.

BY KOLPIN OUTDOORS, INC., its
Manager

BY _____
Name: _____
Title: _____

Dated January 31, 2011

ASSOCIATED COMMERCIAL
FINANCE, INC., as Collateral Agent
for the Benefited Parties


BY 
Name: Michael L. Aronik, VP

EXHIBIT A

TRADEMARK APPLICATIONS

Trademark Application	Application Filing Date	Application Serial Number
GEARUP2GO	09/23/2010	85136677