

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
Cal Tan, LLC		02/07/2011	LIMITED LIABILITY COMPANY: INDIANA
RECEIVING PARTY DATA			
Name:	Australian Gold, LLC		
Street Address:	6270 Corporate Drive		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46278		
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77761670	TAKE IT TO THE MAX	
CORRESPONDENCE DATA			
Fax Number:	(317)637-7561		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(317) 634-3456		
Email:	dsneed@uspatent.com		
Correspondent Name:	Charles J. Meyer		
Address Line 1:	111 Monument Circle, Suite 3700		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	8406-317		
NAME OF SUBMITTER:	Charles J. Meyer		
Signature:	/Charles J. Meyer/		
Date:	02/08/2011		

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Total Attachments: 2

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ASSIGNMENT

WHEREAS, Cal Tan, LLC, an Indiana limited liability corporation, having an address of 6270 Corporate Drive (hereinafter "Assignor"), is the owner of the trademark TAKE IT TO THE MAX including United States Trademark Application No. 77/761,670 Filed June 17, 2009, and further including all corresponding United States and foreign registered and common law trademark rights, all corresponding United States and Foreign registrations and applications, and the corresponding goodwill; and,

WHEREAS, Australian Gold, LLC, an Indiana limited liability company having a principal place of business at 6270 Corporate Drive, Indianapolis, Indiana 46278 (hereinafter "Assignee"), desires to acquire said marks and the registrations thereon:

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN

Be it known that for and in consideration of the sum of One and No/100 Dollars (\$1.00) and other good and valuable consideration said Cal Tan, LLC, hereby acknowledges the aforesaid contribution, assignment and transfer, and by these presents does contribute, assign and transfer unto Australian Gold, LLC the entire right, title and interest in and to the above named trademark, including all U.S. and foreign trademarks, applications and Certificates of Registration, together with the goodwill of the business symbolized by said marks, together with all rights of action, in law or in equity, for any past or future infringement thereof. Assignor agrees to promptly execute and deliver to Assignee or its legal representatives all papers, instruments or affidavits required to carry out and record this transfer and assignment of the trademark to Assignee.

Said trademarks and registrations are to be held and enjoyed by Australian Gold, LLC for its own use and benefit and for its successors and assigns to the full end of the present or extended term of said trademarks, as fully and entirely as the same would have been held by Cal Tan, LLC if this assignment and contribution had not been made.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and effective as of the 7th day of February, 2011.

Cal Tan, LLC

By: 


Scott Matthews

Title: General Counsel

STATE OF INDIANA)
) SS:
COUNTY OF MARION)

Before me, a Notary Public, in and for said County and State, personally appeared Scott Matthews, on behalf of Assignor, to me personally known, and who executed the foregoing Assignment in my presence and acknowledged the execution thereof as his free and voluntary act and deed for the uses and purposes therein set forth and expressed.

Teresa A. Graham
Notary Public

My Commission Expires:
Teresa A. Graham
Notary Public - Indiana
County of Johnson
My Comm. Expires: Oct. 21, 2015