

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
Scott Parr		02/09/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Great Lakes Sport Group, Inc.		
Street Address:	2370 East Stadium Blvd.		
Internal Address:	Suite 732		
City:	Ann Arbor		
State/Country:	MICHIGAN		
Postal Code:	48104		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85087288	THE TRISHOP .COM JUST TRI	
CORRESPONDENCE DATA			
Fax Number:	(734)995-1777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	734-955-3110		
Email:	trademark@butzel.com		
Correspondent Name:	Christopher M. Taylor		
Address Line 1:	350 South Main Street		
Address Line 2:	Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	000143122-0001		
NAME OF SUBMITTER:	Christopher M. Taylor		
Signature:	/christopher m. taylor/		

CH \$40.00 85087288

900183884

TRADEMARK
 REEL: 004478 FRAME: 0335

Date:

02/15/2011

Total Attachments: 3

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ASSIGNMENT OF MARK

This Assignment of Mark ("Agreement") made as of the 9th of February, 2011, by Scott Parr ("Assignor") and Great Lakes Sport Group, Inc. ("Assignee").

WHEREAS, Assignor has adopted, used in commerce and applied for and/or acquired certain registration applications and rights in the Mark, all as set forth in Schedule A attached hereto;

WHEREAS, Assignee desires to acquire said Mark and the commercial activity and goodwill associated with such Mark;

WHEREAS, Assignee is the successor of the entire business of Assignor; and

WHEREAS, the Mark was first used in commerce on February 8, 2011.

NOW, THEREFORE, in consideration of the premises and the mutual covenants hereinafter set forth, the parties agree as follows:

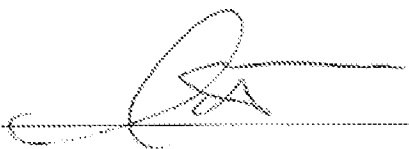
1. Transfer. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee all rights, title and interests in and to the Mark, the goodwill of the business symbolized by the Mark, all registrations and applications for registration thereof, and all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of said Mark.

2. Cooperation. Following the date hereof, Assignor will provide, at Assignee expense, all reasonable cooperation necessary to accomplish the complete transfer of the Mark and all associated rights to Assignee, and to ensure Assignee the full enjoyment of the Mark and associated rights including, without limitation, executing and conveying to Assignee further assignments, consents, releases and other documentation within ten (10) days of their receipt thereof, and providing good faith testimony by affidavit, declaration, deposition, in-person or other proper means in support of any effort by Assignee to establish, record, perfect or defend any rights or property acquired pursuant to this Agreement through prosecution of governmental filings, regulatory proceedings, litigation, or other means.

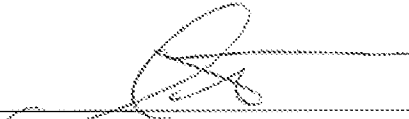
3. Choice of Law. This agreement shall be interpreted under the laws of the State of Michigan, without regard to its principles of the conflicts of laws.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment of Mark under seal as of the date set forth above.

By: (sign)  _____

GREAT LAKES SPORT GROUP, INC.

By: (sign)  _____

(print) Sam Pan _____

Its: (title) President _____

SCHEDULE A

ASSIGNMENT OF MARK

“Mark” means and includes the following trademark, service mark, trade names, brand identifiers, and all registrations and applications for registrations related thereto:

THE TRISHOP.COM JUST TRI (Design) (SN 85/087288)