

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
Petters Group Worldwide, LLC		02/02/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Bluestem Brands, Inc.		
Street Address:	6509 Flying Cloud Drive		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2196111	MASTER CRAFT	
Registration Number:	2443038	MASTER CRAFT PRO	
Registration Number:	2900086	MASTER CRAFT	
Registration Number:	2900087	MASTER CRAFT PRO	
Registration Number:	3066211	MASTER CRAFT	
CORRESPONDENCE DATA			
Fax Number:	(612)766-1600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-766-8178		
Email:	cbaraloto@faegre.com		
Correspondent Name:	Cathleen F. Baraloto, Esq.		
Address Line 1:	2200 Wells Fargo Center		
Address Line 2:	90 South Seventh Street		
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OP \$140.00 2196111

ATTORNEY DOCKET NUMBER:	BLUESTEM ASSIGNMENTS
NAME OF SUBMITTER:	Cathleen F. Baraloto
Signature:	/Cathleen F. Baraloto/
Date:	02/22/2011
Total Attachments: 2 source=Master Craft Trademark Assignment#page1.tif source=Master Craft Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Petters Group Worldwide, LLC ("Assignor") is the owner of the following United States trademark registrations (hereinafter the "Trademarks"):

<u>Mark</u>	<u>Int. Class(es)</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
MASTER CRAFT	7, 8	2196111	1998-10-13
MASTER CRAFT PRO	8	2443038	2001-04-10
MASTER CRAFT	6, 7, 8, 9	2900086	2004-11-02
MASTER CRAFT PRO	8	2900087	2004-11-02
MASTER CRAFT	7	3066211	2006-03-07

WHEREAS, Assignor has agreed to assign and does hereby assign to Bluestem Brands, Inc., a Delaware corporation with principal address at 6509 Flying Cloud Drive, Eden Prairie, MN 55344 ("Assignee"), all right, title, and interest, in and to, the Trademarks, including all goodwill associated with the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of all of which are hereby acknowledged:

1. Assignor hereby confirms that, as of the date hereof, Assignor has assigned and transferred and does hereby assign and transfer to Assignee, all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, all common law rights related to the Trademarks, and all rights of renewal and extension, all of the foregoing to be held and enjoyed by Assignee as fully and as entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.
2. Assignor further assigns and transfers to Assignee all of its right, title and interest in and to all claims for damages, accounting of profit and all other legal remedies by reason of past infringement of any of the Trademarks, with the right to sue and collect the same.
3. Assignor agrees that it will, upon request, and without further consideration, do such things and execute such further documents as may be necessary or desirable to vest title thereto in Assignee, its successors, assigns and legal representatives or nominees.

