

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BackcountryStore.com	FORMERLY JHJB, Inc.	05/15/2004	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	Backcountry.com, Inc.		
Street Address:	1678 West Redstone Center Drive, Suite 210		
City:	Park City		
State/Country:	UTAH		
Postal Code:	84098		
Entity Type:	CORPORATION: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2895549	"WE USE THE GEAR WE SELL"	
CORRESPONDENCE DATA			
Fax Number:	(801)532-7750		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-532-7840		
Email:	sallen@parrbrown.com		
Correspondent Name:	Susan Allen		
Address Line 1:	185 South State Street, Suite 800		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	BACKCOUNTRY.COM		
NAME OF SUBMITTER:	Susan Allen		
Signature:	/susan allen/		
Date:	03/25/2011		

CH \$40.00 2895549

Total Attachments: 11

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UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

Registrant: BackcountryStore.com
Mark: WE USE THE GEAR WE SELL
Registration No.: 2895549
Registered: October 19, 2004

DECLARATION OF ROBERT BETHKE

I, Robert Bethke, declare as follows:

1. I am employed by Backcountry.com, Inc., formerly known as BackcountryStore.com ("Backcountry"), as the Director of Financial Operations. I make this declaration based on personal knowledge and the records that Backcountry keeps in the ordinary course of its business.

2. JHJB, Inc., a Utah corporation, was formed on July 3, 2000. See Articles of Incorporation of JHJB, Inc. attached hereto as Exhibit A.

3. On October 26, 2000, JHJB, Inc. changed its name to The Backcountry Store, Inc. See Articles of Amendment attached hereto as Exhibit B.

4. In 2003, The Backcountry Store, Inc. started doing business as BackcountryStore.com, a Utah corporation.

5. On July 3, 2003, BackcountryStore.com filed the application to register the mark "We Use The Gear We Sell".

6. On June 4, 2004, The Backcountry Store, Inc. dba BackcountryStore.com changed its name to Backcountry.com, Inc. See Articles of Amendment to Articles of Incorporation attached hereto as Exhibit C.

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful

false statements may jeopardize the validity of the application or any resulting registration,
declares that the facts set forth herein are true; all statements made of my own knowledge are
true; and all statements made on information and belief are believed to be true.

Dated this 15th day of MARCH, 2011



Robert Bethke

EXHIBIT A
TO
DECLARATION OF ROBERT BETHKE

ARTICLES OF INCORPORATION OF JHJB, INC.

07-03-00P04:24 RCVD

FILED

JUL 03 2000

Utah Div. Of Corp. & Comm. Code

ARTICLES OF INCORPORATION

OF

JHJB, INC.

The undersigned natural person, being at least eighteen years of age, acting as incorporator of a corporation under the Utah Revised Business Corporation Act, adopts the following Articles of Incorporation for such corporation:

ARTICLE I

The name of this corporation is JHJB, Inc..

ARTICLE II

The purpose for which the Company is organized is the retail sale of sporting and recreational goods; and to conduct any other lawful act, activities and pursuits for which a corporation may be organized under the Utah Revised Business Corporation Act. Its duration shall be perpetual.

ARTICLE III

The corporation is authorized to issue one class of shares, to be designated common stock. The total number of shares of common stock that this corporation is authorized to issue is 50,000. The common stock shall have no par value (\$0) per share. The common stock shall have unlimited voting rights as provided in the Utah Revised Business Corporation Act and shall be entitled to receive the net assets of the corporation upon dissolution.

Date: 07/03/2000
Receipt Number: 72604
Amount Paid: \$80.00

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5/25/00 11:31 AM

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TRADEMARK
REEL: 004506 FRAME: 0401

ARTICLE IV

The street address of the initial registered office of the corporation is 248 South 200 West, Heber City, Utah 84032. The name of the corporation's initial registered agent at that office is Jim Holland. The signature of this registered agent is set forth on the signature page of these Articles of Incorporation.

ARTICLE V

To the fullest extent permitted by the Utah Revised Business Corporation Act or any other applicable law as now in effect or as it may hereafter be amended, a director of this corporation shall not be personally liable to the corporation or its shareholders for monetary damages for any action taken or any failure to take any action as a director.

ARTICLE VI

The name and address of the incorporator is:

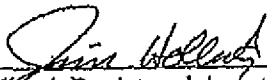
Jim Holland
248 South 200 West
Heber City UT 84032

DATED this 28th day of June, 2000.



Jim Holland, Incorporator

The undersigned hereby accepts and acknowledges appointment as the initial registered agent of the corporation named above, and confirms that the undersigned meets the requirements of Section 501 of the Utah Revised Business Corporation Act.



Jim Holland, Registered Agent

EXHIBIT B
TO
DECLARATION OF ROBERT BETHKE

ARTICLES OF AMENDMENT

367096-1

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ARTICLES OF AMENDMENT

Pursuant to Section 16-10a-1006 of the Utah Revised Business Corporation Act, JHJB, Inc. hereby files with the Utah Division of Corporations and Commercial Code the following Articles of Amendment:

- A. The name of this corporation prior to amendment is JHJB, Inc.
- B. The name of the corporation shall now be changed to The Backcountry Store, Inc.
- C. The authorized common stock of the Corporation shall be increased from 50,000 to 10,000,000.
- D. The text of the Amendments to the Articles of Incorporation is as follows:

- 1. Article I of the Articles of Incorporation shall be amended to state in its entirety:

ARTICLE I

The name of this corporation is The Backcountry Store, Inc.

- 2. Article III of the Articles of Incorporation shall be amended to state in its entirety:

ARTICLE III

The corporation is authorized to issue one class of shares, to be designated common stock. The total number of shares of common stock that this corporation is authorized to issue is 10,000,000. The common stock shall have no par value (\$0) per share. The common stock shall have unlimited voting rights as provided in the Utah Revised Business Corporation Act and shall be entitled to receive the net assets of the corporation upon dissolution.

- D. 1. The amendment was adopted by the Company's shareholders on October 19, 2000.
- 2. The only class of issued and outstanding shares is common stock.
- 3. The number of outstanding shares was 10,000.

FILED

OCT 26 2000

Utah Div. Of Corp. & Comm. Code

CRB163.2(3331)
October 3, 1996

Date: 10/25/2000
Receipt Number: 149800
Amount Paid: \$50.00

10-26-00P12:18 RCVD

State of Utah
Department of Commerce
Division of Corporations and Commercial Code

I hereby certify that the foregoing has been filed and approved on this 26th day of Oct 2000 in the office of this Division and hereby issue this Certificate thereof.

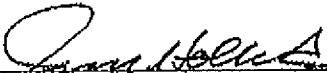
Examiner
Date 10/26/00
[Signature]



LORENA RIFFO-JENSEN
DIVISION DIRECTOR

4. The number of votes entitled to be cast by each voting group entitled to vote separately was 10,000.
5. The number of votes of each voting group indisputably represented was 10,000.
6. The total number of votes cast against the amendment was 0.
7. The total number of shares voted in favor of the amendment was 10,000.

Filed in accordance with Section 16-10a-120 of the Utah Revised Business Corporation Act this 24th day of October, 2000.



James Holland, President

EXHIBIT C
TO
DECLARATION OF ROBERT BETHKE

ARTICLES OF AMENDMENT TO ARTICLES OF INCORPORATION

367096-1

TRADEMARK
REEL: 004506 FRAME: 0407

AMENDMENT



State of Utah
DEPARTMENT OF COMMERCE
Division of Corporations & Commercial Code

This form must be type written or computer generated. For your convenience, this form has been designed to be filled out and printed online.

File Number 4785072-0142

Non-Refundable Processing Fee \$27.00

Articles of Amendment to Articles of Incorporation (Profit)

Pursuant to UCA §16-10a part 10, the individual named below causes this Amendment to the Articles of Incorporation to be delivered to the Utah Division of Corporations for filing, and states as follows:

1. The name of the corporation is: BACKCOUNTRY STORE, INC., THE
2. The date the following amendment(s) was adopted: 05/15/2004
3. If changing the corporation name, the new name of the corporation is:
BACKCOUNTRY COM, INC.
4. The text of each amendment adopted (Include attachment if additional space needed):

n/a

State of Utah
Department of Commerce
Division of Corporations and Commercial Code
I hereby certified that the foregoing has been filed and approved on this 14 day of July 2004.
In this office of this division and hereby issue this Certificate of thereof.

Examiner: [Signature] Date 7/2/04



Kathy Berg
Kathy Berg
Division Director

5. If providing for an exchange, reclassification or cancellation of issued shares, provisions for implementing the amendment if not contained in the amendment itself:
n/a

6. Indicate the manner in which the amendment(s) was adopted (mark only one):

- No shares have been issued or directors elected - Adopted by Incorporator(s)
- No shares have been issued but directors have been elected - Adopted by the board of directors
- Shares have been issued but shareholder action was not required - Adopted by the board of directors
- The number of votes cast for the amendment(s) by each voting group entitled to vote separately on the amendment(s) was sufficient for approval by that voting group - Adopted by the shareholders

7. Delayed effective date (if not to be effective upon filing) n/a (not to exceed 90 days)

Under penalties of perjury, I declare that this Amendment of Articles of Incorporation has been examined by me and is, to the best of my knowledge and belief, true, correct and complete.

By [Signature] Title, President/CEO

Dated this 15th day of May, 2004

6/4/2004
1169740
\$27.00

Mail In: PO Box 146705
Salt Lake City, UT 84114-6705
Walk In: 160 East 300 South, Main Floor
Information Center: (801) 530-1849
Toll Free: (877) 526-3994 (within Utah)
Fax: (801) 530-6438
Web Site: <http://www.commerce.utah.gov/cor>

Under GRAMA (63-2-201), all registration information maintained by the Division is classified as public record. For confidentiality purposes, Revised 12/03 the business entity physical address may be provided rather than the residential or private address of any individual affiliated with the entity.

07: 1993F00923-ARMY