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
Jimmy Sanders Incorporated		06/20/2011	CORPORATION: MISSISSIPPI

RECEIVING PARTY DATA

Name:	Regions Bank, as Collateral Agent
Street Address:	1020 Highland Colony Parkway, Suite 200
City:	Ridgeland
State/Country:	MISSISSIPPI
Postal Code:	39157
Entity Type:	Chartered Bank: ALABAMA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3493240	DOUBLE BARREL
Registration Number:	3454542	WILDLIFE IS OUR GAME
Registration Number:	3525052	SUPER PLOT
Registration Number:	3603257	WILDWOOD GENETICS
Registration Number:	3551378	EYENEEDINFO
Registration Number:	3525574	OVER & UNDER
Registration Number:	3535273	EX-CALIBER
Registration Number:	3624387	OPTIGRO

CH $215.00 3493240

CORRESPONDENCE DATA

Fax Number: (312)803-5299
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (312) 845-3430
Email: kalwa@chapman.com
Correspondent Name: Richard Kalwa
Address Line 1: 111 West Monroe Street

Address Line 2:	Chapman and Cutler LLP
Address Line 4:	Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	1958123
NAME OF SUBMITTER:	Richard Kalwa
Signature:	/richard kalwa/
Date:	06/27/2011

Total Attachments: 4
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TRADEMARK COLLATERAL AGREEMENT

This June 20, 2011, JIMMY SANDERS INCORPORATED, a Mississippi corporation (*"Debtor"*) with its principal place of business and mailing address at 518 N. Sharpe Ave., Cleveland, MS 38732, in consideration of ten dollars ($10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, collaterally assigns, mortgages and pledges to REGIONS BANK, as collateral agent (together with its successors and assigns, the *"Agent"*), hereunder for the Secured Parties as defined in the Pledge and Security Agreement referred to below, and its successors and assigns, and grants to the Agent for the benefit of the Secured Parties a continuing security interest in, the following property:

(i) Each trademark, trademark registration, and trademark application listed on Schedule A hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration, and trademark application; and

(ii) All proceeds of the foregoing, including without limitation any claim by Debtor against third parties for damages by reason of past, present or future infringement of any trademark, trademark registration, or trademark application listed on Schedule A hereto or by reason of injury to the goodwill associated with any such trademark, trademark registration, or trademark application, in each case together with the right to sue for and collect said damages;

to secure the payment and performance of all Secured Obligations of Debtor as set out in that certain Pledge and Security Agreement bearing even date herewith among Debtor, Agent and the other debtors party thereto, as the same may be amended, modified, or restated from time to time (the *"Security Agreement"*).

Notwithstanding anything herein to the contrary, this Trademark Collateral Agreement shall not operate as a sale, transfer, conveyance or other assignment to Agent of any applications by Debtor for a trademark based on an intent to use the same if and so long as such application is pending without a Statement of Use having been filed and accepted (such pending applications which are based on intent to use being hereinafter referred to collectively as *"Intent-To-Use Applications"*), but rather, if and so long as Debtor's Intent-To-Use Application is pending without a Statement of Use having been filed and accepted, then this Trademark Collateral Agreement shall operate only to create a security interest for collateral purposes in favor of Agent on such Intent-To-Use Application as collateral security for the Secured Obligations. When a Statement of Use is filed and accepted by the Trademark Office, then that application shall cease to be partly exempted from this Agreement.

Debtor does hereby further acknowledge and affirm that the rights and remedies of Agent with respect to the collateral assignment, mortgage, pledge and security interest in the trademarks, trademark registrations, and trademark applications made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein.

IN WITNESS WHEREOF, Debtor has caused this Trademark Collateral Agreement to be duly executed as of the .date and year last above written.

JIMMY SANDERS INCORPORATED

By: Tony K Bond
Name: Tony K Bond
Title: EVP-Finance + Admin

Accepted and agreed to as of the date and year last above written.

REGIONS BANK, as Collateral Agent

By: _____
Name: _____
Title: _____

Signature Page Trademark Collateral Agreement

IN WITNESS WHEREOF, Debtor has caused this Trademark Collateral Agreement to be duly executed as of the date and year last above written

JIMMY SANDERS INCORPORATED

By: _____
Name: _____
Title: _____

Accepted and agreed to as of the date and year last above written.

REGIONS BANK, as Collateral Agent

By: Stanley A. Herren
Name: STANLEY A. HERREN
Title: Senior Vice President

Signature Page Trademark Collateral Agreement

SCHEDULE A
TO TRADEMARK COLLATERAL AGREEMENT

REGISTERED TRADEMARKS
AND TRADEMARK APPLICATIONS

FEDERAL TRADEMARK REGISTRATIONS

MARKS	REGISTRATION NO.	REGISTRATION DATE
Double Barrel ™	3,493,240	8/26/2008
Wildlife Is Our Game™	3,454,542	6/24/2008
Super Plot™	3,525,052	10/28/2008
Wildwood Genetics™	4/7/2009	3,603,257
EyeNeedInfo™	12/23/2008	3,551,378
Over and Under™	10/28/2008	3,525,574
Ex-Caliber™	11/18/2008	3,535,273
Optigro (SM)	5/19/2009	3,624,387