

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
Arveda, LLC d/b/a Stromgren Supports		06/16/2011	LIMITED LIABILITY COMPANY: KANSAS
RECEIVING PARTY DATA			
Name:	Stromgren Athletics, Inc.		
Street Address:	Cramer Products, Inc.		
Internal Address:	153 West Warren Street, P.O. Box 1001		
City:	Gardner		
State/Country:	KANSAS		
Postal Code:	66030		
Entity Type:	CORPORATION: KANSAS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1961316	STROMGREN	
Registration Number:	3272728	S	
Registration Number:	3313074	PERMALITE	
CORRESPONDENCE DATA			
Fax Number:	(816)531-7545		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(816) 460-2605		
Email:	brian.mcginley@snrdenton.com,anita.hansen@snrdenton.com		
Correspondent Name:	Brian R. McGinley		
Address Line 1:	SNR Denton US LLP		
Address Line 2:	P. O. Box 061080		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	70014600-0003 (BRM)		

OP \$90.00 1961316

NAME OF SUBMITTER:	Brian R. McGinley
Signature:	/brian r mcginley/
Date:	08/09/2011
Total Attachments: 5 source=US Trademark Assignment - Arveda to Stromgren Athletics-v 2#page1.tif source=US Trademark Assignment - Arveda to Stromgren Athletics-v 2#page2.tif source=US Trademark Assignment - Arveda to Stromgren Athletics-v 2#page3.tif source=US Trademark Assignment - Arveda to Stromgren Athletics-v 2#page4.tif source=US Trademark Assignment - Arveda to Stromgren Athletics-v 2#page5.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is entered into and made effective as of the 16th day of June, 2011 ("Effective Date") by and between Arveda, LLC. d/b/a Stromgren Supports, a Kansas limited liability company (herein, "Assignor") and Stromgren Athletics, Inc., a Kansas corporation, with its principal place of business at Cramer Products, Inc., 153 West Warren Street, P.O. Box 1001, Gardner, Kansas 66030 (herein, "Assignee").

WHEREAS, Assignor owns the marks included on the attached Schedule A (herein, the "Marks");

WHEREAS, Assignee desires to acquire the Marks from Assignor, and Assignor desires to assign, transfer and convey the Marks to Assignee.

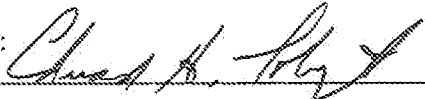
NOW, THEREFORE, for good and valuable consideration, the receipt of which are hereby acknowledged, the parties agree as follows:

- 1) ASSIGNMENT. Assignor has assigned, transferred and conveyed and does hereby assign, transfer and convey unto Assignee, and its successors, assigns and legal representatives, all right, title and interest in and to the Trademarks together with that part of the assets, business and goodwill of Assignor connected with the use of and symbolized by the Trademarks, and all marks similar to the Trademarks and used anywhere in the world, and all claims for damages by reason of past infringement of the Trademarks with the right to sue for and collect damages.
- 2) FURTHER ASSURANCES. Assignor agrees that, when requested, it will, at Assignee's cost and expense, sign all papers, take all rightful oaths, and do all acts that may be reasonably necessary, desirable or convenient for securing and maintaining the Trademarks and for vesting title thereto in Assignee, its successors, assigns and legal representatives or nominees.
- 3) NO CHALLENGE. Assignor agrees not to challenge or assist or cooperate with any third party in challenging or in taking any position contrary to or inconsistent with Assignee's sole and exclusive rights in and to the Trademarks or to the validity of Assignee's ownership thereof.
- 4) COUNTERPARTS. This Agreement may be executed in two or more counterparts, each of which as so executed shall be deemed to be an original and such counterparts together shall constitute one and the same instrument.

IN WITNESS WHEREOF, each party has executed this agreement by its duly authorized representative on the Effective Date.

ARVEDA, LLC. D/B/A STROMGREN SUPPORTS

STROMGREN ATHLETICS, INC.

By: 

By: _____

Name: Edward H. Tobergte

Name: Thomas K. Rogge

Title: President

Title: President

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WHEREAS, Assignor owns the marks included on the attached Schedule A (herein, the "Marks");

WHEREAS, Assignee desires to acquire the Marks from Assignor, and Assignor desires to assign, transfer and convey the Marks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which are hereby acknowledged, the parties agree as follows:

- 1) ASSIGNMENT. Assignor has assigned, transferred and conveyed and does hereby assign, transfer and convey unto Assignee, and its successors, assigns and legal representatives, all right, title and interest in and to the Trademarks together with that part of the assets, business and goodwill of Assignor connected with the use of and symbolized by the Trademarks, and all marks similar to the Trademarks and used anywhere in the world, and all claims for damages by reason of past infringement of the Trademarks with the right to sue for and collect damages
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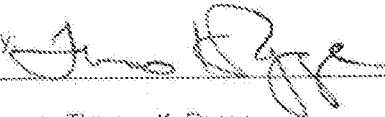
IN WITNESS WHEREOF, each party has executed this agreement by its duly authorized representative on the Effective Date

ARVEDA, LLC, D/B/A STROMGREN SUPPORTS

STROMGREN ATHLETICS, INC.

By:

By:



Name: Edward H. Tobergte

Name: Thomas K. Rogge

Title: President

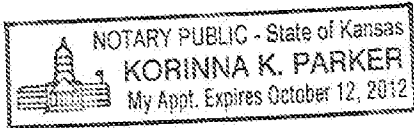
Title: President

On behalf of Arveda, LLC. d/b/a Stromgren Supports

State of KANSAS)
)
County of ELLIS)

Subscribed and sworn to before me

This 16 day of June, 2011



Korinna K. Parker

On behalf of Strongren Athletics, Inc.

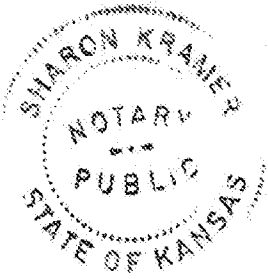
State of Kansas)
County of Johnson)

Subscribed and sworn to before me

This 15 day of June, 2011

Sharon Kramer

my appointment expires May 6, 2012



Schedule A

United States of America-Registrations

Owner	Trademark	Status	App No.	Filing Date	Reg. No.	Reg Date
Arveda, LLC d/b/a Stromgren Supports	STROMGREN	Registered	74/472248	12/17/1993	1961316	3/12/1996
Arveda, LLC d/b/a Stromgren Supports	S (Stylized)	Registered	76/611251	9/9/2004	3272728	7/31/2007
Arveda, LLC d/b/a Stromgren Supports	PERMALITE	Registered	76/610549	9/3/2004	3313074	10/16/2007