

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
FITZ-WRIGHT COMPANY LTD.		10/11/2011	CORPORATION: BRITISH COLUMBIA
<b>RECEIVING PARTY DATA</b>			
Name:	FITZWRIGHT SURVIVAL INCORPORATED		
Street Address:	26 Bastion Square		
Internal Address:	3rd Floor		
City:	Victoria		
State/Country:	BRITISH COLUMBIA		
Postal Code:	V8W 1H9		
Entity Type:	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	76424214	FITZWRIGHT	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(250)382-4236		
Phone:	2503884457		
Email:	gandhi@coxtaylor.ca		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Rajiv K. Gandhi		
Address Line 1:	26 Bastion Square		
Address Line 4:	Victoria, CANADA V8W 1H9		
NAME OF SUBMITTER:	Rajiv K. Gandhi, Barrister and Solicitor		
Signature:	/Rajiv Gandhi/		
Date:	10/17/2011		
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif			

OP \$40.00 76424214

THIS TRADE-MARK ASSIGNMENT made as of the 11<sup>th</sup> day of October 2011.

BETWEEN:

FITZ-WRIGHT COMPANY LTD.  
5760 Production Way, Langley, British Columbia V3A 4N4

(the "Assignor")

AND:

FITZWRIGHT SURVIVAL INCORPORATED  
3<sup>rd</sup> Floor, 26 Bastion Square, Victoria, British Columbia V8W 1H9

(the "Assignee")

WHEREAS:

- A. The Assignor is the legal and beneficial owner of all right, title, and interest in and to the trade-marks and the registered trade-marks as described and depicted in Schedule 'A', annexed to this Trade-mark Assignment (the "Trade-marks").
- B. The Assignee wishes to acquire from the Assignor all of the Assignor's right, title and interest in and to the Trade-marks, and all goodwill associated therewith.
- C. The Assignor has agreed to convey the Trade-marks to the Assignee in accordance with the terms and conditions set out in this Trade-mark Assignment.

THEREFORE in consideration of the premises and of the mutual covenants and agreements herein contained and for other consideration acknowledged by the parties to be of good and sufficient value, the Assignor and Assignee covenant and agree as follows:

1. Effective as of the date first written above, the Assignor hereby assigns to the Assignee all right, title and interest in and to the Trade-marks and all goodwill associated therewith.
2. The Assignor will, from time to time and where required by the Assignee give, make, execute, deliver and do all further assurances, documents, instruments and acts as may be required for the purpose of giving full effect to the terms and provisions of this Trade-mark Assignment.
3. This Trade-mark Assignment will be construed in accordance with and governed by the laws of the Province of British Columbia.

IN WITNESS WHEREOF the Assignor and the Assignee have caused this Trade-mark Assignment to be executed on the day, month and year first above written.

FITZ-WRIGHT COMPANY LTD.

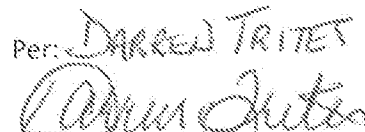
Per:



Authorized Signatory

FITZWRIGHT SURVIVAL INCORPORATED

Per:

DARREN TRITET  


Authorized Signatory

Schedule A

TRADE-MARKS

Mark (Descriptive Reference)

Canadian Intellectual Property Office

FITZ-WRIGHT

Registration Number - TMA211,003

Application Number - 0381866

Original Registration Date - 6 January 1976

Last Renewed - 6 January 2006

Mark (Descriptive Reference)

United States Patent and Trade-mark Office

FITZWRIGHT

Registration Number - 2779171

Serial Number - 76424214

Original Registration Date - 4 November 2003