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
Operation Bass, Inc.		02/23/2012	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	FLW, LLC
Street Address:	30 Gamble Lane
City:	Benton
State/Country:	KENTUCKY
Postal Code:	42025
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Serial Number:	75980211	
Serial Number:	75031213	FLW TOUR
Serial Number:	75978237	FLW TOUR
Serial Number:	75980756	FLW TOUR
Serial Number:	75838977	
Serial Number:	76045274	BFL
Serial Number:	76352922	FLW OUTDOORS
Serial Number:	76976865	FLW OUTDOORS
Serial Number:	76355727	FLW OUTDOORS
Serial Number:	76976874	FLW OUTDOORS
Serial Number:	78249199	FLW LIVE
Serial Number:	78623013	FLW OUTDOORS TOURNAMENT QUALITY GEAR
Serial Number:	77262004	FORREST WOOD CUP
Serial Number:	77305786	FLW FANTASY FISHING

OP $615.00 75980211

Serial Number:	77574511	FLW COLLEGE FISHING
Serial Number:	85178814	WALLEYE AN FLW OUTDOORS PUBLICATION
Serial Number:	85200908	REEL CAST
Serial Number:	85208068	REEL CHAT
Serial Number:	85225313	FANTASYFISHING.COM
Serial Number:	85468576	FISHING LEAGUE WORLDWIDE
Serial Number:	85473203	FLW BASS FISHING
Serial Number:	85473206	FLW WALLEYE FISHING
Serial Number:	85473202	FLW
Serial Number:	85473207	THE BEST IN FISHING, ON AND OFF THE WATER

CORRESPONDENCE DATA

Fax Number: (612)332-9081
Phone: 612-332-5300
Email: kanderson@merchantgould.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Scott W. Johnston
Address Line 1: P.O. Box 2910
Address Line 4: Minneapolis, MINNESOTA 55402-0910

ATTORNEY DOCKET NUMBER:	12535.00000001
NAME OF SUBMITTER:	Scott W. Johnston
Signature:	/Scott W. Johnston/
Date:	03/13/2012

Total Attachments: 3
source=flwllc tm assign_001 (2)#page1.tif
source=flwllc tm assign_001 (2)#page2.tif
source=flwllc tm assign_001 (2)#page3.tif

TRADEMARK ASSIGNMENT

WHEREAS, Operation Bass, Inc. (hereinafter "Assignor"), a Kentucky corporation, with offices at 30 Gamble Lane, Benton, Kentucky 42025 is the record owner of the trademarks listed on Schedule A attached and has an ongoing and existing business pertaining to said trademarks;

WHEREAS, FLW, LLC (hereinafter "Assignee"), a Delaware limited liability company organized under the laws of Delaware with offices at 30 Gamble Lane, Benton, Kentucky 42025 and successor to that portion of the business of Assignor to which the trademarks listed on Schedule A pertain, is desirous of acquiring all right, title and interest in and to said trademarks;

NOW THEREFORE, for good and valuable consideration in the amount of $1 US dollar, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to said trademarks, together with the goodwill and other incidents of its business associated with or symbolized by said trademarks.

EFFECTIVE this 23rd day of February, 2012.

Operation Bass, Inc. - Assignor

By: Bridget Grigsby
Name: [illegible]
Title: VP Marketing

Signed and sworn to before me this 23rd day of February, 2012

Shelly L. Mann
Notary Public

SHELLY L. MANN
Notary Public
State of Minnesota
My Commission Expires
January 31, 2016

FLW, LLC - Assignee

By: David A Mahler CFO
Name: David A Mahler
Title: CFO

Signed and sworn to before me this 23rd day of February, 2012

Shelly L. Mann
Notary Public

SHELLY L. MANN
Notary Public
State of Minnesota
My Commission Expires
January 31, 2016

SCHEDULE A

Docket Number	Mark	Status	Country	App Number	App Date	Reg Number	Reg Date	Renewal Date
12535.0028BR01	MISCELLANOUS DESIGN (FISH HOOK)	Registered	Brazil	820863432	25-Jun-98	820863432	31-Jul-07	31-Jul-17
12535.0008CA01	OPERATION BASS	Registered	Canada	1002865	25-Jan-99	595937	27-Nov-03	27-Nov-18
12535.0028CA01	MISCELLANEOUS DESIGN (FISH HOOK)	Registered	Canada	878856	21-May-98	595178	19-Nov-03	19-Nov-18
12535.0029CA01	FLW TOUR	Registered	Canada	815015	11-Jun-96	576361	25-Feb-03	25-Feb-18
12535.0029CA02	FLW TOUR	Registered	Canada	857966	06-Oct-97	599905	19-Jan-04	19-Jan-19
12535.0031CA02	FLW TOUR & DESIGN	Registered	Canada	1043191	19-Jan-00	581491	13-May-03	13-May-18
12535.0037CA01	THE NEXT GENERATION	Registered	Canada	883296	03-Jul-98	556883	25-Jan-02	25-Jan-17
12535.0038CA01	THE NEXT GENERATION & DESIGN	Registered	Canada	883299	03-Jul-98	553946	16-Nov-01	16-Nov-16
12535.0056CA01	BFL	Registered	Canada	1080427	27-Oct-00	601057	02-Feb-04	02-Feb-19
12535.0058CA01	BFL BASS FISHING LEAGUE & DESIGN	Registered	Canada	1080426	27-Oct-00	602673	19-Feb-04	19-Feb-19
12535.0065CA01	FLW OUTDOORS	Registered	Canada	1136001	02-Apr-02	686600	26-Apr-07	26-Apr-22
12535.0101CA01	FLW FANTASY FISHING.COM & DESIGN	Registered	Canada	1381126	29-Jan-08	TMA762390	24-Mar-10	24-Mar-25
12535.0113CA01	FISHING LEAGUE WORLDWIDE	Filed	Canada	1553511	23-Nov-11			
12535.0114CA01	FLW BASS FISHING & DESIGN	Filed	Canada	1553392	23-Nov-11			
12535.0115CA01	FLW WALLEYE FISHING & DESIGN	Filed	Canada	1553509	23-Nov-11			
12535.0116CA01	FLW & DESIGN	Filed	Canada	1553390	23-Nov-11			
12535.0117CA01	THE BEST IN FISHING, ON AND OFF THE WATER	Filed	Canada	1553391	23-Nov-11			
12535.0028CC04	MISCELLANOUS DESIGN (FISH HOOK)	Registered	China P.R.	0015487	03-Feb-00	1598588	07-Jul-01	06-Jul-21
12535.0029CC01	FLW TOUR	Registered	China P.R.	9900140141	23-Nov-99	1513324	28-Jan-01	27-Jan-21
12535.0029CC03	FLW TOUR	Registered	China P.R.	9900140143	23-Nov-99	1503881	07-Jan-01	06-Jan-21
12535.0029CC04	FLW TOUR	Registered	China P.R.	0015489	03-Feb-00	1598592	07-Jul-01	06-Jul-21
12535.0029CC05	FLW TOUR	Registered	China P.R.	0015490	03-Feb-00	1581862	07-Jun-01	06-Jun-21
12535.0031CC06	FLW TOUR & DESIGN	Filed	China P.R.	9685606	07-Jul-11			
12535.0031CC07	FLW TOUR & DESIGN	Filed	China P.R.	9685605	07-Jul-11			
12535.0065CC01	FLW OUTDOORS	Filed	China P.R.	9685604	07-Jul-11			
12535.0065CC02	FLW OUTDOORS	Filed	China P.R.	9685603	07-Jul-11			
12535.0067CC01	FLW OUTDOORS & DESIGN	Filed	China P.R.	9694566	08-Jul-11			
12535.0067CC02	FLW OUTDOORS & DESIGN	Filed	China P.R.	9694573	08-Jul-11			
12535.0111CC01	FANTASYFISHING.COM	Filed	China P.R.	9685601	07-Jul-11			
12535.0111CC02	FANTASYFISHING.COM	Filed	China P.R.	9685602	07-Jul-11			
12535.0113CC01	FISHING LEAGUE WORLDWIDE	Filed	China P.R.	10227095	24-Nov-11			
12535.0113CC02	FISHING LEAGUE WORLDWIDE	Filed	China P.R.	10227094	24-Nov-11			
12535.0114CC01	FLW BASS FISHING & DESIGN	Filed	China P.R.	10227097	24-Nov-11			
12535.0115CC01	FLW WALLEYE FISHING & DESIGN	Filed	China P.R.	10227096	24-Nov-11			
12535.0116CC01	FLW & HOOK DESIGN	Filed	China P.R.	10227104	24-Nov-11			
12535.0116CC02	FLW & HOOK DESIGN	Filed	China P.R.	10227103	24-Nov-11			
12535.0116CC03	FLW & HOOK DESIGN	Filed	China P.R.	10227102	24-Nov-11			
12535.0116CC04	FLW & HOOK DESIGN	Filed	China P.R.	10227101	24-Nov-11			
12535.0117CC01	THE BEST IN FISHING, ON AND OFF THE WATER	Filed	China P.R.	10227100	24-Nov-11			
12535.0117CC02	THE BEST IN FISHING, ON AND OFF THE WATER	Filed	China P.R.	10227099	24-Nov-11			
12535.0117CC03	THE BEST IN FISHING, ON AND OFF THE WATER	Filed	China P.R.	10227098	24-Nov-11			
12535.0101ET01	FLW FANTASY FISHING & DESIGN	Registered	Community Trademark	6619531	29-Jan-08	6619531	19-Nov-08	31-Jan-18
12535.0101IN01	FLW FANTASY FISHING & DESIGN	Registered	India	1646921	29-Jan-08	1646921	29-Jan-08	28-Jan-18

TRADEMARK
REEL: 004735 FRAME: 0655

SCHEDULE A

12535.0055JP01	BASS FISHING LEAGUE	Registered	Japan	00108603	04-Oct-00	4556862	05-Apr-02	05-Apr-12
12535.0056JP01	BFL	Registered	Japan	00108602	04-Oct-00	4556861	05-Apr-02	05-Apr-12
12535.0101JP01	FLW FANTASY FISHING & DESIGN	Registered	Japan	085320	28-Jan-08	5213079	13-Mar-09	13-Mar-19
12535.0028US05	MISCELLANOUS DESIGN (FISH HOOK)	Registered	United States	75/980211	03-Jun-98	2452208	15-May-01	15-May-21
12535.0029US01	FLW TOUR	Registered	United States	75/031213	11-Dec-95	2464046	26-Jun-01	26-Jun-21
12535.0029US03	FLW TOUR	Registered	United States	75/978237	11-Dec-95	2246741	18-May-99	18-May-19
12535.0031US04	FLW TOUR & DESIGN	Registered	United States	75/980756	15-Sep-97	2497160	09-Oct-01	09-Oct-21
12535.0049US01	MISCELLANEOUS DESIGN (FISH HOOK & OVAL)	Registered	United States	75/838977	03-Nov-99	2470540	17-Jul-01	17-Jul-21
12535.0056US01	BFL	Registered	United States	76/045274	10-May-00	2663959	17-Dec-02	17-Dec-22
12535.0065US01	FLW OUTDOORS	Registered	United States	76/352922	21-Dec-01	3068560	14-Mar-06	14-Mar-16
12535.0065US02	FLW OUTDOORS	Registered	United States	76/976865	21-Dec-01	2887398	21-Sep-04	21-Sep-14
12535.0067US01	FLW OUTDOORS & DESIGN	Registered	United States	76/355727	04-Jan-02	3068562	14-Mar-06	14-Mar-16
12535.0067US03	FLW OUTDOORS & DESIGN	Registered	United States	76/976874	31-Jan-03	2885003	14-Sep-04	14-Sep-14
12535.0076US01	FLW LIVE	Registered	United States	78/249199	13-May-03	2915232	28-Dec-04	28-Dec-14
12535.0089US01	FLW OUTDOORS TOURNAMENT QUALITY GEAR	Registered	United States	78/623013	04-May-05	3178419	28-Nov-06	28-Nov-16
12535.0099US01	FORREST WOOD CUP	Registered	United States	77/262004	22-Aug-07	3521989	21-Oct-08	21-Oct-18
12535.0101US01	FLW FANTASY FISHING & DESIGN	Registered	United States	77/305786	17-Oct-07	3486085	12-Aug-08	12-Aug-18
12535.0106US01	FLW COLLEGE FISHING & DESIGN	Registered	United States	77/574511	19-Sep-08	3670791	18-Aug-09	18-Aug-19
12535.0108US01	WALLEYE AN FLW OUTDOORS PUBLICATION & DESIGN	Registered	United States	85/178814	17-Nov-10	4075164	20-Dec-11	20-Dec-21
12535.0109US01	REEL CAST	Registered	United States	85/200908	17-Dec-10	4039810	11-Oct-11	11-Oct-21
12535.0110US01	REEL CHAT	Registered	United States	85/208068	30-Dec-10	4043367	18-Oct-11	18-Oct-21
12535.0111US01	FANTASYFISHING.COM	Registered	United States	85/225313	25-Jan-11	4012399	16-Aug-11	16-Aug-21
12535.0113US01	FISHING LEAGUE WORLDWIDE	Filed	United States	85/468576	09-Nov-11			
12535.0114US01	FLW BASS FISHING & DESIGN	Filed	United States	85/473203	15-Nov-11			
12535.0115US01	FLW WALLEYE FISHING & DESIGN	Filed	United States	85/473206	15-Nov-11			
12535.0116US01	FLW & DESIGN	Filed	United States	85/473202	15-Nov-11			
12535.0117US01	THE BEST IN FISHING, ON AND OFF THE WATER	Filed	United States	85/473207	15-Nov-11			

RECORDED: 03/13/2012

TRADEMARK
REEL: 004735 FRAME: 0656