

## 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
Wells Investments, Inc.		05/05/2012	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Under Armour, Inc.		
Street Address:	1020 Hull Street		
City:	Baltimore		
State/Country:	MARYLAND		
Postal Code:	21230		
Entity Type:	CORPORATION: MARYLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2409096	I WILL	
CORRESPONDENCE DATA			
Fax Number:	2024084400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2024084000		
Email:	docketing@finnegan.com		
Correspondent Name:	Finnegan, Henderson et al.		
Address Line 1:	901 New York Avenue, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
ATTORNEY DOCKET NUMBER:	08253.0075 I WILL ASSIGN		
NAME OF SUBMITTER:	Douglas A. Rettew		
Signature:	/douglas a rettew/		
Date:	05/11/2012		
Total Attachments: 2 source=Wells Investments Assignment for I WILL#page1.tif source=Wells Investments Assignment for I WILL#page2.tif			

OP \$40.00 2409096

**ASSIGNMENT**

Wells Investments, Inc., a Florida corporation located at 521 West Central Avenue, Winter Haven, Florida 33880 ("Assignor"), owns the trademark I WILL ("the Trademark") and U.S. Trademark Registration No. 2409096 for that mark ("the Registration").

Under Armour, Inc., a Maryland corporation located at 1020 Hull Street, Baltimore, Maryland 21230 ("Assignee"), wishes to acquire the Registration together with all common-law rights relating to and arising from Assignor's use of the Trademark in connection with Class 25 goods (including those listed in the Registration), related retail services, and all other goods with which the I WILL mark has been used except for those identified in U.S. Trademark Registration Nos. 2417943 and 2737872.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Registration—and all common-law rights relating to and arising from all use of the Trademark in any form in connection with Class 25 goods (including those listed in the Registration), related retail services, and all other goods with which the I WILL mark has been used except for those identified in U.S. Trademark Registration Nos. 2417943 and 2737872—together with the goodwill associated with the Trademark for all of those assigned goods and the right to sue and recover for past infringements and other violations.



WELLS INVESTMENTS, INC.

By: James P. Wells

Name: James P. Wells

Title: CEO

Date: 5 May 2012