

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 |
| Brunswick Family Boat Co., Inc. | | 02/07/2012 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | The Treadstone Group, Inc. (N.C.) | | |
| Street Address: | 388 N. Hwy. 16, Suite B | | |
| City: | Denver | | |
| State/Country: | NORTH CAROLINA | | |
| Postal Code: | 28037 | | |
| Entity Type: | CORPORATION: NORTH CAROLINA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2861302 | WHERE FUN LIVES | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3129800728 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 312-269-8000 | | |
| Email: | mhall@ngelaw.com | | |
| Correspondent Name: | James P. Muraff | | |
| Address Line 1: | Two North LaSalle Street, Suite 1700 | | |
| Address Line 2: | Attn: Patent Administrator | | |
| Address Line 4: | Chicago, ILLINOIS 60602 | | |
| ATTORNEY DOCKET NUMBER: | 19638.21T1 | | |
| NAME OF SUBMITTER: | James P. Muraff | | |
| Signature: | /James P. Muraff/ | | |

Date:

08/09/2012

Total Attachments: 2

source=TredstoneAssignment#page1.tif

source=TredstoneAssignment#page2.tif

EXHIBIT B

TRADEMARK ASSIGNMENT

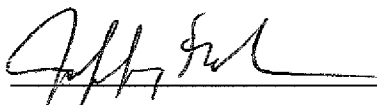
WHEREAS, Brunswick Family Boat Co., Inc., a Delaware Corporation with a principal place of business at 800 South Gay Street, Suite 1700, Knoxville, Tennessee ("Assignor"), has adopted, owns and is using, itself or through a related company, the marks identified in Exhibit 1 (the "Assigned Mark"); and

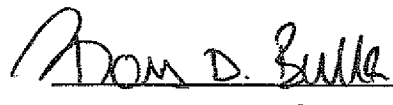
WHEREAS, The Treadstone Group, Inc. (N.C.), a North Carolina Corporation with its principal place of business at 388 N. Hwy. 16, Suite B, Denver, North Carolina ("Assignee"), is desirous of acquiring all right, title and interest in and to the Assigned Mark and registration thereof; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all worldwide right, title and interest in and to the Assigned Mark, and registrations or applications for the Assigned Mark, including but not limited to the right to pursue legal actions against third parties for past infringement of Assignor's rights in the Assigned Mark and related damages, together with the goodwill of Assignor's business connected with the use of and symbolized by the Assigned Mark, and all rights corresponding thereto throughout the world, effective as of the last signature date identified below.

Brunswick Family Boat Co., Inc.

The Treadstone Group, Inc. (N.C.)

By: 

By: 

Name: Jeffrey Behan

Name: ROSS D. BULLA

Title: President

Title: PRESIDENT

Dated: 2/7/12

Dated: 1-17-12

EXHIBIT 1

TRADEMARK APPLICATION/REGISTRATION

| Mark | Registration No. | Registration Date | Class | Status | Country |
|-----------------|-------------------------|--------------------------|--------------|---------------|----------------|
| WHERE FUN LIVES | 2,861,302 | July 6, 2004 | 12 | Registered | U.S. |

RDB