

## 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
Pinsley Manufacturing, Inc.		01/17/2012	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Dowco, Inc.		
Street Address:	4230 Clipper Drive		
City:	Manitowoc		
State/Country:	WISCONSIN		
Postal Code:	54220		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3134400	WILLIE & MAX SADDLEBAGS	
CORRESPONDENCE DATA			
Fax Number:	4142770656		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	414-271-6560		
Email:	mkeipdocket@michaelbest.com		
Correspondent Name:	Billie Jean Smith		
Address Line 1:	100 East Wisconsin Avenue, Suite 3300		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	014793-9045 US00		
NAME OF SUBMITTER:	Jaime L. Tremi		
Signature:	/jaime l. tremi/		
Date:	10/08/2012		
Total Attachments: 1 source=dowco assignment#page1.tif			

OP \$40.00 3134400

**TRADEMARK ASSIGNMENT**

This Assignment, effective as of the date set forth below, is made by and between Pinsley Manufacturing, Inc., an Illinois Corporation having an address at 278 Park Avenue, Lake Villa, Illinois 60046 (hereafter "Assignor"), and Dowco, Inc., a Wisconsin Corporation having an address at 4230 Clipper Drive, Manitowoc, Wisconsin 54220 (hereinafter "Assignee").

WHEREAS, Assignor owns U.S. Trademark Registration No. 3,134,400 for the mark WILLIE AND MAX SADDLEBAGS and Design (hereafter referred to as the "Mark");

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Mark and all common law rights in said Mark, together with the goodwill of the business symbolized by the Mark, and its right to sue for past infringement of the Mark and to recover any and all damages and awards for such infringement.

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment.

**PINSLEY MANUFACTURING, INC.**

By: C. M. Webster Jr.

Name: Charles M. Webster Jr.

Title: President

Date: 01/17/2012