

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
American Sportsman Holdings Co.		11/01/2012	CORPORATION: MISSOURI

**RECEIVING PARTY DATA**

<b>Name:</b>	Top of the Rock, LLC c/o Bass Pro, Inc.
<b>Street Address:</b>	2500 East Kearney Street
<b>Internal Address:</b>	Sportsman's Park Center
<b>City:</b>	Springfield
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	65898
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MISSOURI

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Serial Number:	85254093	ECHO CANYON NATURE PARK
Serial Number:	85254100	JOHN L'S CAVE
Serial Number:	85640378	TOP OF THE ROCK LOST CANYON CAVE
Serial Number:	85640401	TOP OF THE ROCK LOST CANYON CAVE TRAIL
Serial Number:	85640414	TOP OF THE ROCK LOST CANYON NATURE TRAIL
Registration Number:	2081858	TOP OF THE ROCK

**CORRESPONDENCE DATA**

Fax Number: 4159831200  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Phone: 4159831802  
 Email: sftrademarks@pillsburylaw.com  
 Correspondent Name: Richard L. Kirkpatrick  
 Address Line 1: P.O. Box 2824  
 Address Line 2: Calendar/Docketing Department

**900238840**

**TRADEMARK  
 REEL: 004901 FRAME: 0720**

**CH \$165.00 85254093**

Address Line 4: San Francisco, CALIFORNIA 94126

ATTORNEY DOCKET NUMBER: 021644-0398679-17171

NAME OF SUBMITTER: Richard L. Kirkpatrick

Signature: /Richard L. Kirkpatrick/

Date: 11/15/2012

**Total Attachments: 2**

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ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **American Sportsman Holdings Co., a Missouri Corporation ("Assignor")**, hereby conveys, transfers and assigns to **Top of the Rock, LLC c/o Bass Pro, Inc., a Missouri Limited Liability Company ("Assignee")** with address of Sportsman's Park Center, 2500 East Kearney Street, Springfield, Missouri 65898, United States, effective as of the date below, all right, title and interest in and to the United States Trademarks and/or Service Mark Applications, Registrations, Marks and Names listed on the attached Exhibit and the goodwill of the business connected with the use of, and symbolized by the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

American Sportsman Holdings Co.

By:   
LKW  
11-1-12

Name: James A. Hagale

Title: Vice President

Date: November 1, 2012

**Exhibit**

<b><u>Mark / Name</u></b>	<b><u>Application / Registration Number</u></b>	<b><u>Date</u></b>
<b>ECHO CANYON NATURE PARK</b>	<b>85254093</b>	<b>February 28, 2011</b>
<b>JOHN L'S CAVE</b>	<b>85254100</b>	<b>February 28, 2011</b>
<b>TOP OF THE ROCK LOST CANYON CAVE</b>	<b>85640378</b>	<b>May 31, 2012</b>
<b>TOP OF THE ROCK LOST CANYON CAVE TRAIL</b>	<b>85640401</b>	<b>May 31, 2012</b>
<b>TOP OF THE ROCK LOST CANYON NATURE TRAIL</b>	<b>85640414</b>	<b>May 31, 2012</b>
<b>TOP OF THE ROCK</b>	<b>2081858</b>	<b>July 22, 1997</b>