

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
American Sportsman Holdings Co.		11/01/2012	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Big Cedar, L.L.C.		
Street Address:	2500 East Kearney Street		
City:	Springfield		
State/Country:	MISSOURI		
Postal Code:	65898		
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85629900	MISSOURI MULE SHINE...IT WILL KICK YOUR ASS!	
CORRESPONDENCE DATA			
Fax Number:	4159831200		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	4159831802		
Email:	sftrademarks@pillsburylaw.com		
Correspondent Name:	Richard L. Kirkpatrick		
Address Line 1:	P.O. Box 2824		
Address Line 2:	Calendar/Docketing Department		
Address Line 4:	San Francisco, CALIFORNIA 94126-2824		
ATTORNEY DOCKET NUMBER:	021644-0405343-17171		
NAME OF SUBMITTER:	Richard L. Kirkpatrick		
Signature:	/Richard L. Kirkpatrick/		

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**TRADEMARK
 REEL: 004901 FRAME: 0754**

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 **Big Cedar, L.L.C., a Missouri Limited Liability Company ("Assignee")** with address of 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 Trademark Registration, and trademark 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: J. A. Hagale
LJLW
11-1-12

Name: James A. Hagale

Title: Vice President

Date: November 1, 2012

Exhibit

<u>Trademark</u>	<u>Application Number</u>	<u>Application Date</u>
MISSOURI MULE SHINE...IT WILL KICK YOUR ASS!	85629900	May 18, 2012