

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
The Dublin Dog Company		12/21/2012	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Remington Arms Company, LLC		
Street Address:	870 Remington Drive		
City:	Madison		
State/Country:	NORTH CAROLINA		
Postal Code:	27025		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77568757	DUBLIN DOG	
Serial Number:	77208707	DUBLIN DOG YOU SHOULD BE SO LUCKY.	
CORRESPONDENCE DATA			
Fax Number:	4048708177		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	404-872-7000		
Email:	suholton@wcsr.com		
Correspondent Name:	Womble Carlyle Sandridge & Rice, LLP		
Address Line 1:	P.O. Box 7037		
Address Line 2:	IP Docketing - D. Scott Sudderth		
Address Line 4:	Atlanta, GEORGIA 30357-0037		
ATTORNEY DOCKET NUMBER:	R087 0000 (27584.XXXX.X)		
NAME OF SUBMITTER:	D. Scott Sudderth		

CH \$65.00 77568757

Signature:	/D. Scott Sudderth/
Date:	01/04/2013
Total Attachments: 3 source=Dublin_Dog_TM_Assignment#page1.tif source=Dublin_Dog_TM_Assignment#page2.tif source=Dublin_Dog_TM_Assignment#page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”), dated as of December 21, 2012 (the “**Effective Date**”) is made between The Dublin Dog Company, a North Carolina corporation located at 1141 Hawthorne Lane, Charlotte, North Carolina (“**Assignor**”), and Remington Arms Company, LLC, a Delaware limited liability company, located at 870 Remington Drive, Madison, North Carolina 27025 (“**Assignee**”).

WHEREAS, Assignor is the owner of, and desires to assign to Assignee, all right, title and interest in and to: (i) the Marks described in Exhibit A; (ii) all applications and registrations (US and/or foreign) for the Marks; (iii) any and all trademarks, service marks and intellectual property rights, including rights of priority, in the Marks ((i)-(iii) collectively, the “**Marks**”); and (iv) any and all goodwill of the business associated with the Marks; and

WHEREAS, Assignee desires to acquire the Marks and any and all goodwill of the business associated therewith from Assignor, subject to the terms and conditions of this Assignment; and

WHEREAS, Assignor and Assignee desire to confirm of record the assignment of the Marks and goodwill to Assignee;

NOW, THEREFORE, in consideration of the foregoing recitals, the mutual covenants and conditions contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, together with: (i) the goodwill symbolized by the Marks; (ii) all causes of action, claims and demands and other rights for, or arising from, any infringement or misappropriation, including past infringements and misappropriations, of the Marks; and (iii) any royalties or other consideration owed in connection with use of the Marks after the Effective Date.
2. Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Marks, goodwill and all other rights hereby conveyed.
3. Subject to the terms hereof, Assignee accepts such assignment of the Marks and goodwill.
4. The parties incorporate by reference the terms of that certain Asset Purchase Agreement by and among Assignor and Assignee, dated December 21, 2012 (the “**Purchase Agreement**”), as if such terms were set forth herein in their entirety. Other than the consideration specified therein, no payment of any kind shall be due any party as a result of this Assignment or use of the Marks and goodwill.

5. Assignor agrees that at no time will it contest or challenge the validity of this Assignment, Assignee's ownership of the Marks or the validity of the Marks. Assignor agrees that it will not assist any other party in doing same.
6. This Assignment shall be governed by, and construed and enforced under the laws of the State of Delaware applicable to agreements entered into and performed within such State, without reference to the conflicts-of-law rules of such State.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by their respective authorized officers, all as of the day and year first above written.

ASSIGNOR:

The Dublin Dog Company

By: 

Name: Jason Watson

Title: President

ASSIGNEE:

Remington Arms Company, LLC

By: 

Name: STEPHEN P. JACKSON, JR.

Title: CHIEF STRATEGY & Acquisition Integrity Officer

[TRADEMARK ASSIGNMENT]

TRADEMARK
REEL: 004935 FRAME: 0848

EXHIBIT A

APPLICATIONS

None

REGISTRATIONS

Mark	Reg. No.	Status
DUBLIN DOG	77568757	Registered
DUBLIN DOG YOU SHOULD BE SO LUCKY	77208707	Registered