

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Field & Stream Licenses Company, LLC		04/11/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	American Sports Licensing, Inc.		
Street Address:	345 Court Street		
City:	Coraopolis		
State/Country:	PENNSYLVANIA		
Postal Code:	15108		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	85693316	FIELD & STREAM	
Serial Number:	85752391	FIELD & STREAM 1871	
Serial Number:	85759675	FIELD & STREAM 1871	
Serial Number:	85759688	FIELD & STREAM 1871	
Serial Number:	85759692	FIELD & STREAM 1871	
CORRESPONDENCE DATA			
Fax Number:	3124568435		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312.456.8400		
Email:	chiipmail@gtlaw.com		
Correspondent Name:	Mark R. Galis, Greenberg Traurig, LLP		
Address Line 1:	77 W. Wacker Drive		
Address Line 2:	Suite 3100		
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ATTORNEY DOCKET NUMBER:	129971.014600
NAME OF SUBMITTER:	Mark R. Galis
Signature:	/Mark R. Galis/
Date:	04/16/2013
Total Attachments: 3 source=f&sassign#page1.tif source=f&sassign#page2.tif source=f&sassign#page3.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Field & Stream Licenses Company, LLC, a Delaware Limited Liability Company having a principal place of business at 18 Kings Highway N, Westport, CT 06880 (hereinafter "Assignor"), owns, has adopted, used or is using the trademarks which have been filed with the US Patent and Trademark Office ("USPTO") as set forth on the attached Schedule A (hereinafter collectively referred to as the "Trademarks"); and

WHEREAS, American Sports Licensing, Inc., a Delaware corporation having a principal place of business at 345 Court Street, Conspolis, PA 15108 (hereinafter "Assignee") and Assignor are parties to that certain Trademark Purchase and Coexistence Agreement License Agreement dated August 1, 2012 (the "Agreement");

WHEREAS, as part of the Agreement, certain trademarks are to be assigned to Assignee by Assignor upon the occurrence of certain events (the "Assignment");

WHEREAS, as a partial condition of the Assignment, Assignor agrees to assign and Assignee desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications for and registrations thereof as set forth on Schedule A; and

WHEREAS, it is desired that the assignment of the Trademarks identified on the attached Schedule A be made the matter of record in the USPTO.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the aforesaid Trademarks, together with the goodwill of the business symbolized by the Trademarks, and including the registrations and applications thereof as set forth on the attached Schedule A.

Assignor further authorizes the USPTO to issue any and all trademark registrations, amended registrations and/or renewals that may be granted upon any application or petition for same, to Assignee, and/or Assignee's successors and/or assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the USPTO.

[EXECUTION PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of Trademarks to be executed as of April 11, 2013.





ASSIGNOR
Field & Stream Licensee Company, LLC

By: Michael Tewey
Name: MICHAEL TEWEY
Title: PRESIDENT

ASSIGNEE
American Sports Licensing, Inc.

By: MARY Tortorice
Name: Mary Tortorice
Title: VP + Senior Corp Counsel

SCHEDULE A

No.	Filing Date	Application No.	Trademark
1.	8-2-2012	85/693,316	FIELD & STREAM
2.	10-12-2012	85/752,391	
3.	10-22-2012	85/759,875	
4.	10-22-2012	85/759,688	
5.	10-22-2012	85/759,692	

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