

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>EKHO Brand Americas, LLC aka EKHO Heart Rate Monitors</td> <td></td> <td>05/08/2013</td> <td>LIMITED LIABILITY COMPANY: MINNESOTA</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	EKHO Brand Americas, LLC aka EKHO Heart Rate Monitors		05/08/2013	LIMITED LIABILITY COMPANY: MINNESOTA																
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CORRESPONDENCE DATA																											
<p>Fax Number: 202393530</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 202.638.6666</p> <p>Email: trademark@jhip.com,smoskowitz@jhip.com</p> <p>Correspondent Name: Simor L. Moskowitz</p> <p>Address Line 1: 400 7th Street, NW</p> <p>Address Line 2: 6th Floor</p> <p>Address Line 4: Washington, DISTRICT OF COLUMBIA 20004</p>																											
ATTORNEY DOCKET NUMBER:	T39424US0																										
NAME OF SUBMITTER:	Simor L. Moskowitz																										
Signature:	/Simor L. Moskowitz/																										

OP \$40.00 4163691

Date:

05/08/2013

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT is made as of May 8, 2013, by and between EKHO Brand Americas, LLC, aka EKHO Heart Rate Monitors and/or Ekho-Brand Americas, LLC, a limited liability company organized and existing under the laws of the State of Minnesota, whose address is 1624 Harmon Place, Suite 207, Minneapolis, MN 55403 (hereinafter referred to as "Assignor"), and BSN Sports, Inc., a corporation organized and existing under the laws of the State of Delaware, whose address and principal place of business is 1901 Diplomat Drive Farmers Branch TX 75234 (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of the trademarks, service marks, trade name(s), and domain name(s), and the registration(s) therefor, listed in Schedule A attached hereto (the "Scheduled Marks"); and

WHEREAS, Assignor and Assignee are parties to a certain Asset Purchase Agreement dated May 8, 2013, pursuant to which it is intended and agreed that Assignor assign to Assignee all right, title and interest in and to the Scheduled Marks, and any other trademarks, service marks and trade names used by Assignor in its business (collectively the "ASSIGNED MARKS"), together with the goodwill of the business associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to said Assignee, all right, title and interest in and to the ASSIGNED MARKS and the identified registration(s) therefor, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment and sale had not been made.

Assignor further agrees that it will execute and/or to arrange for execution of any additional documents (including, without limitation, electronically), and/or take any further steps reasonably necessary to effect and complete formal transfer requirements as to the ASSIGNED MARKS.

IN TESTIMONY WHEREOF, Assignor and Assignee have caused their names to be signed by their duly authorized officers.

EKHO Brand Americas, LLC

DocuSigned by:

*Cory Mortensen*

By: \_\_\_\_\_

Name: Cory Mortensen

Title: President

Dated: May 8, 2013

Accepted:

BSN Sports, Inc.

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By: *Terrence M. Babilla*  
DocuSigned By: Terrence M. Babilla

Terrence M. Babilla  
President and COO

May 8, 2013

