

## 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			
Name	Formerly	Execution Date	Entity Type
Field & Stream Licenses Company, LLC		05/17/2013	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: 1			
Property Type	Number	Word Mark	
Registration Number:	4331077	FIELD & STREAM	
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, matthewsk@gtlaw.com		
Correspondent Name:	Mark R. Galis, Greenberg Traurig, LLP		
Address Line 1:	77 W. Wacker Drive		
Address Line 2:	Suite 3100		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	129971.011800		
NAME OF SUBMITTER:	Mark R. Galis		
Signature:	/Mark R. Galis/		

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Date:

05/20/2013

Total Attachments: 4

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## ASSIGNMENT OF TRADEMARK

**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 trademark which has been filed with the US Patent and Trademark Office ("USPTO") as set forth on the attached Schedule A (hereinafter collectively referred to as the "Trademark"); and

**WHEREAS, American Sports Licensing, Inc.**, a Delaware corporation having a principal place of business at 345 Court Street, Coraopolis, 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 were assigned to Assignee by Assignor upon the occurrence of certain events (the "**Assignment**");

**WHEREAS**, as a final condition of the Assignment, Assignor agrees to assign and Assignee desires to acquire all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the registration thereof as set forth on Schedule A; and

**WHEREAS**, it is desired that the assignment of the Trademark 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 Trademark, together with the goodwill of the business symbolized by the Trademark, and including the registration 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 Trademark to be executed as of May 1, 2013.

ASSIGNOR  
Field & Stream Licenses Company, LLC

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

Name: \_\_\_\_\_

Title: \_\_\_\_\_

ASSIGNEE  
American Sports Licensing, Inc.

By: MARY TORTORICE

Name: Mary Tortorice

Title: VP + Senior Corp Counsel

**IN WITNESS WHEREOF**, Assignor and Assignee have caused this Assignment of Trademark to be executed as of May \_\_, 2013.

**ASSIGNOR**  
**Field & Stream Licenses Company, LLC**

By: Michael Lewey  
Name: Michael Lewey  
Title: PRESIDENT

**ASSIGNEE**  
**American Sports Licensing, Inc.**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**TRADEMARK**

**SCHEDULE A**

<b>No.</b>	<b>Filing Date</b>	<b>Application No.</b>	<b>Registration Date</b>	<b>Registration No.</b>	<b>Trademark</b>
1.	8-2-2012	85/693,785	May 7, 2013	4,331,077	FIELD & STREAM

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