

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																											
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CORRESPONDENCE DATA																											
Fax Number: 3172317433 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: 3172361313 Email: dwong@btlaw.com Correspondent Name: David A.W. Wong, Barnes & Thornburg LLP Address Line 1: 11 South Meridian Street Address Line 4: Indianapolis, INDIANA 46204-3535																											
ATTORNEY DOCKET NUMBER:	58282-225460																										
NAME OF SUBMITTER:	David A.W. Wong																										
Signature:	/dwong/																										
Date:	05/28/2013																										
Total Attachments: 1 source=Trademark Assignment#page1.tif																											

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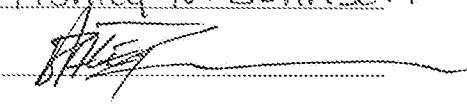
Exhibit 7.2(b)

**TRADEMARK ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **The Running Company, LLC**, an Indiana Limited Liability Company, (“Assignor”), hereby assigns sets over, and transfers to **The Running Specialty Group Acquisitions 1, LLC**, an Indiana limited liability company, (“Assignee”), all of its rights, title, and interest in and to the following trademark and applications and registrations thereof (the “Trademark”), together with the goodwill of the business symbolized thereby, together with all claims for damages by reason of past infringement of the Trademark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

Trademark	US Serial No.	US Registration No.
BLUEMILE	85043795	3942172

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor’s rights, title and interest in and to the Trademark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor: Ashley N. Johnson  
Signed:   
Title: Member  
Date: 5-23-13