

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
FR Industries, Inc.		08/12/2013	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Williamson-Dickie Holding Company		
Street Address:	319 Lipscomb		
City:	Fort Worth		
State/Country:	TEXAS		
Postal Code:	76104		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	3423312	HELL FIGHTERS	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	8173362181		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	817.336.2400		
Email:	bturner@deckerjones.com, byost@deckerjones.com		
Correspondent Name:	Brian K. Yost		
Address Line 1:	801 Cherry Street		
Address Line 2:	Suite 2000, Unit #46		
Address Line 4:	Fort Worth, TEXAS 76102		
NAME OF SUBMITTER:	Brian K. Yost		
Signature:	/brian k. yost/		
Date:	08/22/2013		
Total Attachments: 2 source=FR Industries - US Assignment#page1.tif source=FR Industries - US Assignment#page2.tif			

OP \$40.00 3423312

**TRADEMARK ASSIGNMENT**

WHEREAS, **FR Industries, Inc.**, a Delaware Corporation ("FR Industries"), has adopted, used, is using and owns the United States Trademark Applications and Registrations listed on Exhibit A (collectively "Trademarks"):

WHEREAS, Williamson-Dickie Holding Company, a Delaware Corporation ("WDHC"), is desirous of acquiring said Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, FR Industries does hereby assign and transfer unto WDHC all of its rights, title and interest throughout the world in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, the right to sue for and to recover damages and other remedies with respect to any infringement of the Trademarks or acts of passing off or unfair competition or unauthorized use of the Trademarks or any confusingly similar marks or names, and including, without limitation, all of the rights and privileges pertaining to the Trademarks and any registrations and any extensions and continuations thereof.

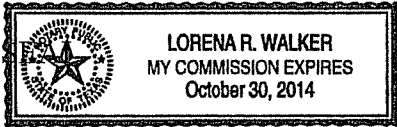
Executed August 12, 2013.

**FR Industries, Inc.**, a Delaware Corporation,  
By: [Signature]  
Print Name: Randy Teuber  
Title: Executive Vice President and  
Chief Financial Officer

State of Texas           §  
County of Tarrant       §

BEFORE ME, the undersigned, a Notary Public in and for said County and State, on this day personally appeared Randy Teuber, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same on behalf of **FR Industries, Inc.**, a Delaware Corporation, with authority to do so and for the purposes therein expressed.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this the 12<sup>th</sup> day of August 2013.



[Signature]  
Notary Public for said County and State

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EXHIBIT A

Country	Mark	Design	Reg. No.	File Date
USA	HELL FIGHTERS		3423312	5/6/2008