

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

Name	Formerly	Execution Date	Entity Type
AGILITY SPORTS LLC		05/31/2013	LIMITED LIABILITY COMPANY: MICHIGAN

RECEIVING PARTY DATA

Name:	SUN BUM LLC
Street Address:	4940 CASCADE ROAD SE
Internal Address:	SUITE 210
City:	GRAND RAPIDS
State/Country:	MICHIGAN
Postal Code:	49546
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	3572365	SUN BUM
Registration Number:	4289452	SUN BUM
Registration Number:	4012130	SUN BUM
Registration Number:	3891295	
Registration Number:	4012133	
Registration Number:	3990792	TRUST THE BUM
Registration Number:	4129596	TRUST THE BUM
Registration Number:	4321382	BABY BUM
Registration Number:	4126999	PROTECT YOUR LAZY ASS

CORRESPONDENCE DATA

Fax Number: 6169885869  
 Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 616-975-5500  
Email: charles@glbf.com  
Correspondent Name: GARDNER LINN BURKHART & FLORY, LLP  
Address Line 1: 2851 CHARLEVOIX DRIVE SE  
Address Line 2: SUITE 207  
Address Line 4: GRAND RAPIDS, MICHIGAN 49546

ATTORNEY DOCKET NUMBER:	SUN04 A123
NAME OF SUBMITTER:	Karl T. Ondersma
Signature:	/kto/
Date:	08/26/2013

**Total Attachments: 6**

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TRADEMARK ASSIGNMENT

WHEREAS, the owner of record of the Trademark Applications and Registrations listed on Exhibit A (the "Marks") is Agility Sports LLC, a Michigan limited liability company of Suite 210 Cascade Road SE Grand Rapids MI 49546 ("Seller");

WHEREAS, Sun Bum LLC, a Michigan limited liability company of 4940 Cascade Road SE Suite 210 Grand Rapids MI 49546 ("Buyer"), wishes to acquire the Marks and all rights, obligations, applications and registrations relating thereto, including without limitation all of the goodwill associated therewith, the right to sue and recover for existing and prior infringements, and the right to control and settle any opposition, cancellation or litigation relating thereto;

WHEREAS, the foregoing acquisition of the Marks is part of a transaction whereby Buyer shall become a successor to the entire portion of the ongoing and existing business to which the Marks pertain; and

WHEREAS, Seller has represented that it has at all times controlled the nature and quality of the goods or services with which the Marks have been used.

NOW, THEREFORE, in view of the above, and other good and valuable consideration, the receipt of which is hereby acknowledged,

1. Seller hereby sells, assigns and transfers unto Buyer the entire right, title and interest in and to all trademarks, service marks, trade names, brands and indicia of source relating in any way to the Sun Bum business as part of the transaction whereby Buyer becomes the successor to the entire portion of the ongoing and existing business to which the Marks pertain, including, but not limited to, the Marks and all rights, obligations, applications and registrations relating thereto, including without limitation all of the goodwill associated therewith, the right to sue and recover for existing and prior infringements, and the right to control and settle any opposition, cancellation or litigation relating thereto.

2. Seller represents and warrants that it has at all times controlled the nature and quality of the goods or services with which the Marks have been used.

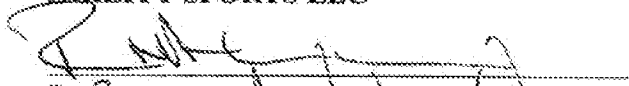
3. Seller agrees that it will execute and deliver such documents as Buyer may reasonably request and otherwise provide such cooperation and assistance as Buyer may reasonably request to effectuate, memorialize, formalize and/or record the foregoing assignment and to cooperate as Buyer may reasonably request with respect any pending opposition, cancellation or litigation relating thereto, including by maintaining such in Seller's name. If the assignment of one or more of the Marks or any application or registration relating thereto is deemed invalid or void for any reason, Seller agrees that this document shall be construed to grant to Buyer an exclusive, worldwide, fully-paid license of such Mark(s) with the right to sublicense and with the right to sue for past infringements and Seller agrees to provide such cooperation and assistance as Buyer may reasonably request to cure or otherwise correct the basis for such invalidity.

4. Seller represents and warrants as follows: (a) Exhibit A contains a complete and accurate list of all trademarks (including but not limited to unregistered marks), service marks (including but not limited to unregistered marks), trademark applications, service mark applications, trademark registrations and service mark registrations owned or used by Seller or by others under license by Seller in connection with the business to which the marks pertain; (b) To the knowledge of Seller, no third party has infringed any of the Marks and use of the Marks does not infringe any third party intellectual property rights; (c ) There are no claims or legal proceedings pending against Seller asserting the infringement of any third party intellectual property rights with respect to the Marks or challenging the validity, enforceability or ownership of the Marks and (to Seller's knowledge) no such claims or legal proceedings are threatened or have existed in the past three (3) years.

5. Seller agrees that it shall make no further use of the Marks.

This assignment is entered into and effective as of the 31st of May, 2013.

**AGILITY SPORTS LLC**

  
By: Roger L. Anderson  
Its: Manager

**SUN BUM LLC**

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

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4. Seller represents and warrants as follows: (a) Exhibit A contains a complete and accurate list of all trademarks (including but not limited to unregistered marks), service marks (including but not limited to unregistered marks), trademark applications, service mark applications, trademark registrations and service mark registrations owned or used by Seller or by others under license by Seller in connection with the business to which the marks pertain; (b) To the knowledge of Seller, no third party has infringed any of the Marks and use of the Marks does not infringe any third party intellectual property rights; (c ) There are no claims or legal proceedings pending against Seller asserting the infringement of any third party intellectual property rights with respect to the Marks or challenging the validity, enforceability or ownership of the Marks and (to Seller's knowledge) no such claims or legal proceedings are threatened or have existed in the past three (3) years.


5. Seller agrees that it shall make no further use of the Marks.

This assignment is entered into and effective as of the 31st of May, 2013.

**AGILITY SPORTS LLC**

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

**SUN BUM LLC**

  
By: Thomas Rinks  
Its: President

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EXHIBIT A

Country	Trademark	Application Number	Filing Date	Registration Number	Registration Date	Class(es)	Goods/Services	Status of the Mark	SUN04 Docket No.	Registrant Name
Australia	SUN BUM	1,066,962	20JA2011	1,066,962	20JA2011	(003) (025) (028)	Sunscreen cream, hair care preparations, non-medicated sun care preparations. Footwear, headwear, shorts, sweat shirts, t-shirts. Toy animals, footballs, flying discs, paddle ball games.	Registered	FT-105	Agility Sports, LLC
Australia	MONKEY HEAD LOGO	1,067,051	20JA2011	1,067,051	20JA2011	(028)	Flying discs; footballs; paddle ball games; toy animals.	Registered	FT-106A	Agility Sports, LLC
Australia	MONKEY HEAD LOGO	1,066,235	20JA2011	1,066,235	20JA2011	(003) (025)	Sunscreen cream. Headwear; T-shirts.	Registered	FT-106	Agility Sports, LLC
Australia	PROTECT YOUR LAZY ASS	1,067,665	28JA2011	1,067,665	28JA2011	(003) (025) (028)	Hair care preparations; non-medicated sun care preparations. Footwear; headwear; shorts; sweat shirts; t-shirts. Flying discs; footballs; paddle ball games; toy animals.	Registered	FT-111	Agility Sports, LLC
Australia	TRUST THE BUM	1,067,593	28JA2011	1,067,593	28JA2011	(003) (025) (028)	Sunscreen cream. Footwear; headwear; shorts; sweat shirts; t-shirts. Toy animals; flying discs; footbags; footballs; paddle ball games.	Registered	FT-107	Agility Sports, LLC
Brazil	SUN BUM	830914790	31JA2011			(003)	Hair care preparations; non-medicated sun care preparations.	Pending	FT-105A	Agility Sports, LLC
Brazil	SUN BUM	830914803	31JA2011			(025)	Footwear, headwear, shorts, sweat shirts; T-shirts.	Pending	FT-105B	Agility Sports, LLC
Brazil	SUN BUM	830914200	31JA2011			(028)	Flying discs; footbags; footballs; paddle ball games; toy animals.	Pending	FT-105C	Agility Sports, LLC
Brazil	MONKEY HEAD LOGO	830914218	31JA2011			(003)	Sunscreen cream.	Pending	FT-106	Agility Sports, LLC
Brazil	MONKEY HEAD LOGO	830914234	31JA2011			(025)	Headwear; T-shirts.	Pending	FT-106A	Agility Sports, LLC
Brazil	MONKEY HEAD LOGO	830914242	31JA2011			(028)	Flying discs; Footballs; Paddle ball games; Toy animals.	Pending	FT-106B	Agility Sports, LLC
Brazil	TRUST THE BUM	830914765	31JA2011			(003)	Sunscreen cream; hair care preparations; non-medicated sun care preparations.	Pending	FT-107	Agility Sports, LLC
Brazil	TRUST THE BUM	830914773	31JA2011			(025)	Footwear, headwear, shorts, sweat shirts, T-shirts.	Pending	FT-107A	Agility Sports, LLC
Brazil	TRUST THE BUM	830914781	31JA2011			(028)	Toy animals; flying discs; footbags; footballs; paddle ball games.	Pending	FT-107B	Agility Sports, LLC
Brazil	PROTECT YOUR LAZY ASS	830914730	31JA2011			(003)	Hair care preparations; non-medicated sun care preparations.	Pending	FT-111	Agility Sports, LLC
Brazil	PROTECT YOUR LAZY ASS	830914749	31JA2011			(025)	Footwear, headwear; shorts; sweat shirts; T-shirts.	Pending	FT-111A	Agility Sports, LLC
Brazil	PROTECT YOUR LAZY ASS	830914757	31JA2011			(028)	Flying discs; footbags; footballs; paddle ball games; toy animals.	Pending	FT-111B	Agility Sports, LLC
Canada	SUN BUM	1512139	21JA2011			wares	(1) Sunscreen cream; (2) Non-medicated sun care preparations; (3) Stickers; headwear; T-shirts; toy animals; (4) Flying discs; footballs, paddle ball games; (5) Footwear; shorts; sweat shirts; (6) Hair care preparations.	Pending	FT-105	Agility Sports, LLC
Canada	MONKEY HEAD LOGO	1,512,141	21JA2011			wares	(1) Sunscreen cream; stickers, headwear, namely baseball caps, visors, floppy hats, straw cowboy hats and bucket hats; T-shirts. (2) Flying discs; footballs; paddle ball games; toy animals. (3) Hair care preparations; non-medicated sun care preparations; footwear, namely flip flops; shorts; sweat shirts.	Pending	FT-106	Agility Sports, LLC
Canada	PROTECT YOUR LAZY ASS	1513257	31JA2011			wares	Sunscreen cream; stickers; hair care preparations; non-medicated sun care preparations; footwear, namely flip-flops; headwear, namely baseball caps, visors, floppy hats, straw cowboy hats, bucket hats; shorts; sweat shirts; t-shirts; toy animals; footbags; footballs; flying discs; paddle ball games	Pending	FT-111	Agility Sports, LLC
Chile	SUN BUM + Monkey Head Logo	1027775	02OC2012			(003)	Sunscreen cream; hair care preparations; non-medicated sun care preparations.	Pending	FT-105	Agility Sports, LLC
China P.R.	SUN BUM	1,066,962	20JA2011	1,066,962	20JA2011	(003) (025) (028)	Sunscreen cream, hair care preparations, non-medicated sun care preparations. Footwear, headwear, shorts, sweat shirts, t-shirts. Toy animals, footballs, flying discs, paddle ball games.	Registered	FT-105	Agility Sports, LLC
China P.R.	MONKEY HEAD LOGO	1,066,235	20JA2011	1,066,235	20JA2011	(003) (025)	Sunscreen cream. Headwear; T-shirts.	Registered	FT-106	Agility Sports, LLC
China P.R.	MONKEY HEAD LOGO	1,067,051	20JA2011	1,067,051	20JA2011	(028)	Flying discs; footballs; paddle ball games; toy animals.	Registered	FT-106A	Agility Sports, LLC
China P.R.	TRUST THE BUM	1,067,593	28JA2011	1,067,593	28JA2011	(003) (025) (028)	Sunscreen cream. Footwear; headwear; shorts; sweat shirts; t-shirts. Toy animals; flying discs; footbags; footballs; paddle ball games.	Registered	FT-107	Agility Sports, LLC
China P.R.	PROTECT YOUR LAZY ASS	1067665	28JA2011			(025)	Footwear; headwear; shorts; sweat shirts; t-shirts.	Pending	FT-111	Agility Sports, LLC
Community Trademark	SUN BUM	1,066,962	20JA2011	1,066,962	20JA2011	(003) (025) (028)	Sunscreen cream, hair care preparations, non-medicated sun care preparations. Footwear, headwear, shorts, sweat shirts, t-shirts. Toy animals, footballs, flying discs, paddle ball games.	Registered	FT-105	Agility Sports, LLC
Community Trademark	MONKEY HEAD LOGO	1,066,235	20JA2011	1,066,235	20JA2011	(003) (025)	Sunscreen cream. Headwear; T-shirts.	Registered	FT-106	Agility Sports, LLC
Community Trademark	MONKEY HEAD LOGO	1,067,051	20JA2011	1,067,051	20JA2011	(028)	Flying discs; footballs; paddle ball games; toy animals.	Registered	FT-106A	Agility Sports, LLC
Community Trademark	TRUST THE BUM	1,067,593	28JA2011	1,067,593	28JA2011	(003) (025) (028)	Sunscreen cream. Footwear; headwear; shorts; sweat shirts; t-shirts. Toy animals; flying discs; footbags; footballs; paddle ball games.	Registered	FT-107	Agility Sports, LLC

EXHIBIT A

Country	Trademark	Application Number	Filing Date	Registration Number	Registration Date	Class(es)	Goods/Services	Status of the Mark	SUN04 Docket No.	Registrant Name
Community Trademark	PROTECT YOUR LAZY ASS	1067665	28JA2011	1067665	28JA2011	(003) (025) (028)	Hair care preparations; non-medicated sun care preparations. Footwear; headwear; shorts; sweat shirts; t-shirts. Flying discs; footballs; paddle ball games; toy animals.	Registered	FT-111	Agility Sports, LLC
International Reg (Madrid Protocol)	SUN BUM	1,066,962	20JA2011	1,066,962	20JA2011	(003) (025) (028)	Sunscreen cream, hair care preparations, non-medicated sun care preparations. Footwear, headwear, shorts, sweat shirts, t-shirts. Toy animals, footballs, flying discs, paddle ball games.	Registered	FT-105	Agility Sports, LLC
International Reg (Madrid Protocol)	MONKEY HEAD LOGO	1,066,235	20JA2011	1,066,235	20JA2011	(003) (025)	Sunscreen cream. Headwear; T-shirts.	Registered	FT-106	Agility Sports, LLC
International Reg (Madrid Protocol)	MONKEY HEAD LOGO	1,067,051	20JA2011	1,067,051	20JA2011	(028)	Flying discs; footballs; paddle ball games; toy animals.	Registered	FT-106A	Agility Sports, LLC
International Reg (Madrid Protocol)	TRUST THE BUM	1,067,593	28JA2011	1,067,593	28JA2011	(003) (025) (028)	Sunscreen cream. Footwear; headwear; shorts; sweat shirts; t-shirts. Toy animals; flying discs; footbags; footballs; paddle ball games.	Registered	FT-107	Agility Sports, LLC
International Reg (Madrid Protocol)	PROTECT YOUR LAZY ASS	1,067,665	28JA2011	1067665	28JA2011	(003) (025) (028)	Hair care preparations; non-medicated sun care preparations. Footwear; headwear; shorts; sweat shirts; t-shirts. Flying discs; footballs; paddle ball games; toy animals.	Registered	FT-111	Agility Sports, LLC
Japan	SUN BUM	1,066,962	20JA2011	1,066,962	20JA2011	(003) (025) (028)	Sunscreen cream, hair care preparations, non-medicated sun care preparations. Footwear, headwear, shorts, sweat shirts, t-shirts. Toy animals, footballs, flying discs (toys); paddle ball games.	Registered	FT-105	Agility Sports, LLC
Japan	MONKEY HEAD LOGO	1,066,235	20JA2011	1,066,235	20JA2011	(003) (025)	Sunscreen cream. Headwear; T-shirts.	Registered	FT-106	Agility Sports, LLC
Japan	MONKEY HEAD LOGO	1,067,051	20JA2011	1,067,051	20JA2011	(028)	Flying discs (toys); footballs; paddle ball games; toy animals.	Registered	FT-106A	Agility Sports, LLC
Japan	TRUST THE BUM	1,067,593	28JA2011	1,067,593	28JA2011	(003) (025) (028)	Sunscreen cream. Footwear; headwear; shorts; sweat shirts; t-shirts. Toy animals; flying discs (toys); footbags; footballs; paddle ball games.	Registered	FT-107	Agility Sports, LLC
Japan	PROTECT YOUR LAZY ASS	1067665	28JA2011	1067665	28JA2011	(003) (025) (028)	Hair care preparations; non-medicated sun care preparations. Footwear; headwear; shorts; sweat shirts; t-shirts. Flying discs (toys); foot bags; footballs; paddle ball games; toy animals.	Registered	FT-111	Agility Sports, LLC
Mexico	SUN BUM	1151390	31JA2011	1218116	31JA2011	(003)	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices, sunscreen cream, hair care preparations, and non-medicated sun care preparations.	Registered	FT-105A	Agility Sports, LLC
Mexico	SUN BUM	1151391	31JA2011	1264542	31JA2011	(025)	Footwear; headwear; shorts; sweat shirts; T-shirts.	Registered	FT-105B	Agility Sports, LLC
Mexico	SUN BUM	1151392	31JA2011	1221728	31JA2011	(028)	Games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees, toy animals, footballs, flying discs and paddle ball games.	Registered	FT-105C	Agility Sports, LLC
Mexico	MONKEY HEAD LOGO	1151394	31JA2011	1214126	31JA2011	(003)	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices, sunscreen cream, hair care preparations, and non-medicated sun care preparations.	Registered	FT-106	Agility Sports, LLC
Mexico	MONKEY HEAD LOGO	1151395	31JA2011	1221225	31JA2011	(025)	Headwear; T-shirts.	Registered	FT-106A	Agility Sports, LLC
Mexico	MONKEY HEAD LOGO	1151397	31JA2011	1221227	31JA2011	(028)	Games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees, toy animals, footballs, flying discs and paddle ball games.	Registered	FT-106B	Agility Sports, LLC
Mexico	TRUST THE BUM	1151675	01FE2011	1259880	01FE2011	(003)	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.	Registered	FT-107	Agility Sports, LLC
Mexico	TRUST THE BUM	1151676	01FE2011	1259881	01FE2011	(025)	Clothing, footwear, headgear.	Registered	FT-107A	Agility Sports, LLC
Mexico	TRUST THE BUM	1151677	01FE2011	1259882	01FE2011	(028)	Games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees.	Registered	FT-107B	Agility Sports, LLC
United States	SUN BUM	77/513,130	02JUL2008	3,572,365	10FE2009	(003)	Sunscreen cream.	Registered	T-105	Agility Sports, LLC
United States	SUN BUM	77/885,955	04DE2009			(016) (025) (028)	Stickers. Footwear; headwear; shorts; sweat shirts; t-shirts. Toy animals.	Pending	T-105A	Agility Sports, LLC
United States	SUN BUM	85/096,949	30JUL2010	4,289,452	12FE2013	(003)	Non-medicated sun care preparations.	Registered	T-105B	Agility Sports, LLC
United States	SUN BUM	85/221,985	20JA2011	4,012,130	16AU2011	(028)	Flying discs; Footballs; Paddle ball games.	Registered	T-105C	Agility Sports, LLC
United States	MONKEY HEAD LOGO	77/885,948	04DE2009	3,891,295	14DE2010	(003) (016) (025)	Sunscreen cream. Stickers. Headwear; T-shirts.	Registered	T-106	Agility Sports, LLC
United States	MONKEY HEAD LOGO	85/222,014	20JA2011	4,012,133	16AU2011	(028)	Flying discs; Footballs; Paddle ball games; Toy animals.	Registered	T-106A	Agility Sports, LLC
United States	TRUST THE BUM	77/885,953	04DE2009	3,990,792	05JUL2011	(003) (016) (025)	Sunscreen cream. Stickers. T-shirts.	Registered	T-107	Agility Sports, LLC
United States	TRUST THE BUM	85/228,514	28JA2011	4,129,596	17AP2012	(028)	Flying discs; Footballs; Paddle ball games.	Registered	T-107A	Agility Sports, LLC

EXHIBIT A

Country	Trademark	Application Number	Filing Date	Registration Number	Registration Date	Class(es)	Goods/Services	Status of the Mark	SUN04 Docket No.	Registrant Name
United States	BABY BUM	85/096,967	30JUL2010	4,321,382	16AP2013	(003)	Non-medicated sun care preparations.	Registered	T-109	Agility Sports, LLC
United States	PROTECT YOUR LAZY ASS	85/076,252	28JJA2011	4,126,999	10AP2012	(025)	Headwear; T-shirts.	Registered	T-111A	Agility Sports, LLC
Venezuela	SUN BUM	3144/2011	01MR2011			(003)	Sunscreen cream, hair care preparations, and non-medicated sun care preparations.	Pending	FT-105A	Agility Sports, LLC
Venezuela	SUN BUM	3155/2011	01MR2011			(025)	Footwear, headwear, shorts, sweat shirts and T-shirts.	Pending	FT-105B	Agility Sports, LLC
Venezuela	SUN BUM	3145/2011	01MR2011			(028)	Toy animals, footballs, footbags, flying discs and paddle ball games.	Pending	FT-105C	Agility Sports, LLC