

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
SEBILE INTERNATIONAL S.A.		02/07/2011	COMPANY: LUXEMBOURG
RECEIVING PARTY DATA			
Name:	Pure Fishing, Inc.		
Street Address:	7 Science Court		
City:	Columbia		
State/Country:	SOUTH CAROLINA		
Postal Code:	29203		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3834281	SÉBILE	
Registration Number:	3834282	SÉBILE	
CORRESPONDENCE DATA			
Fax Number:	2068054801		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2068054800		
Email:	trademarks@jarden.com		
Correspondent Name:	Julie C. VanDerZanden		
Address Line 1:	4201 6th Avenue South		
Address Line 2:	Jarden Seattle Legal Dept.		
Address Line 4:	Seattle, WASHINGTON 98108		
ATTORNEY DOCKET NUMBER:	PUREF-5-32257		
NAME OF SUBMITTER:	Julie C. VanDerZanden		
Signature:	/Julie C. VanDerZanden/		

CH \$65.00 3834281

Date:

02/14/2014

Total Attachments: 8

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of February 7, 2011, by and among Pure Fishing, Inc., an Iowa corporation ("Assignee"), on the one hand, and Sebile International, a Société Anonyme organized under the laws of Luxembourg ("Sebile LUX"), Sebile USA, Ltd., a Nevada limited liability company and wholly-owned subsidiary of Sebile LUX ("Sebile USA"), Anglers' Diffusion Limited (f/k/a Regal Victory International Limited), a private limited company incorporated under the laws of Hong Kong and wholly-owned subsidiary of Sebile LUX ("Sebile HK" and together with Sebile LUX and Sebile USA, the "Assignors"). Capitalized terms not otherwise defined herein shall have the meaning ascribed to such terms in the Asset Purchase Agreement (as defined below).

RECITALS

WHEREAS, Assignee and Assignors entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Asset Purchase Agreement"); and

WHEREAS, pursuant to Section 2.1(c) of the Asset Purchase Agreement, Assignors desires to assign to Assignee all of Assignors' rights, title and interest in and to the trademarks, trade names, corporate names, business names, domain names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature (whether registered or unregistered), all registrations and recordings thereof and all applications in connection therewith, including registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any state or territory thereof or any other country or any political subdivision thereof; (b) all reissues, extensions or renewals thereof; and (c) all goodwill associated with or symbolized by any of the foregoing listed on Exhibit A attached hereto and incorporated herein, together with the goodwill symbolized thereby and associated therewith, (collectively, the "Trademarks").

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing premises, the mutual covenants and agreements contained in the Asset Purchase Agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the covenants and agreements in this Assignment and to induce Assignee to consummate the transactions contemplated by the Asset Purchase Agreement and the Ancillary Agreements, Assignors hereby agree as follows:

1. **Grant.** Assignors do hereby sell, transfer, convey, assign and deliver to Assignee all of the Assignors' rights, title and interest in and to the Trademarks, together with the goodwill of the Business pertaining thereto, which is ongoing and existing, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignors if this Assignment and sale had not been made; together with all claims for damages by reason of past infringements of the Trademarks, along with the right to sue for and collect such damages for the use and benefit of Assignee and Assignee's successors, assigns and other legal representatives.

2. **Representations and Warranties of the Parties.** Each party represents and warrants that (a) this Assignment is a legal, valid and binding obligation of the warranting party, (b) such party has full power and authority to enter into and perform its obligations under this Assignment in accordance with its terms and (c) such party is and will remain free of any obligations and restrictions that would prevent or impede its performance of its obligations under this Assignment. For the avoidance of doubt, the representations and warranties contained in this Assignment shall not in any way limit or expand the representations and warranties contained in the Asset Purchase Agreement.

3. **Further Assurances.** Each party will, without additional consideration, take such further actions and execute promptly such further documents and instruments as are necessary to effect and record the above assignment, including any actions, documents or instruments required by the applicable registrar to document the transfer herein or as may be necessary to protect, perfect, secure and vest good, valid and marketable title to the Trademarks and related rights in Assignee.

4. **Recording of Assignment.** Assignors hereby authorize and request the Commissioner of Patents and Trademarks of the United States, and any officer of any country or countries foreign to the United States, whose duty it is to issue service marks, trademarks or other evidence or forms of intellectual property protection or applications, to issue the same to Assignee and Assignee's successors, assigns and other legal representatives in accordance with the terms of this instrument. Subject to Section 3 above, Assignors hereby authorize Assignee to carry on the necessary formalities for recording of this instrument with the United States Commissioner of Patents and Trademarks, and any officer of any country or countries foreign to the United States, whose duty it is to issue service marks, trademarks or other evidence or forms of intellectual property protection or applications. Recording of the Assignment will be at the burden and cost of the Assignee.

5. **Asset Purchase Agreement.** This Assignment is executed and delivered pursuant to the Asset Purchase Agreement. This Assignment shall not be deemed to defeat, limit, alter, impair, enhance or enlarge any right, obligation, claim or remedy created by the Asset Purchase agreement, and in the event of any conflict between the Asset Purchase agreement and this Assignment, the Asset Purchase Agreement shall control.


6. **Counterparts.** This Assignment may be executed by facsimile signature and in two or more counterparts, each of which shall be deemed to be an original but all of which together will constitute one and the same instrument.

[signature pages follow]

IN WITNESS WHEREOF, this Assignment has been executed as of the day and year first written above.

ASSINGEE:

PURE FISHING, INC.,
an Iowa corporation

By: 
Name: John Doerr
Title: President and CEO

ASSINGORS:

SEBILE INTERNATIONAL SA,
a Société Anonyme organized under the laws of Luxembourg

By: _____
Name: Constantin Pellissier
Title: Authorized Signatory

SEBILE USA, LTD.,
a Nevada limited liability company

By: _____
Name: Constantin Pellissier
Title: Authorized Signatory

ANGLERS' DIFFUSION LIMITED,
a private limited company incorporated under the laws of Hong Kong

By: _____
Name: Constantin Pellissier
Title: Authorized Signatory

IN WITNESS WHEREOF, this Assignment has been executed as of the day and year first written above.

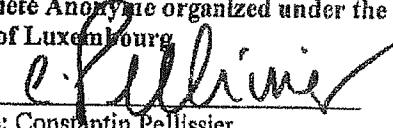
ASSINGEE:

PURE FISHING, INC.,
an Iowa corporation

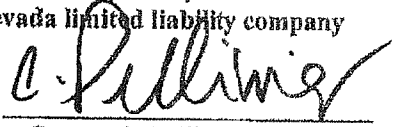
By: _____
Name: John Doerr
Title: President and CEO

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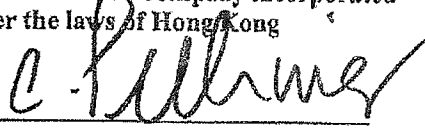
By: 
Name: Constantin Pellissier
Title: Authorized Signatory

EXHIBIT A

Trademark Service Mark	General Description of Goods/Services	Jurisdiction	Application number	Filing or Priority Date	Registration No.	Owner	Status
SÉBILE & Design Sebile	28. Fishing tackle, artificial fishing bait, bite sensors (fishing tackle), lines for fishing, fish hooks, rods for fishing, gut for fishing; games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees	Hong Kong	300873504	May 18, 2007	300873504	Anglers' Diffusion Limited	Registered
SÉBILE	28. Fishing lures; fishing tackle	International Registration (designating Australia, European Union and Russian Federation)	1042262	December 10, 2009	1042262	SEBILE INTERNATIONAL S.A.	International Registration Issued- Extensions into Australia, European Union and Russian Federation pending
SÉBILE & Design Sebile	28. Fishing tackle, artificial fishing bait, bite sensors (fishing tackle), lines for fishing, fish hooks, rods for fishing, gut for fishing; gloves for games, toys	People's Republic of China	ZC6039371 SL	May 8, 2007	6039371	Anglers' Diffusion Limited	Registered
SÉBILE	28. Fishing lures; fishing tackle	United States of America	77890776	December 10, 2009	3834281	SEBILE INTERNATIONAL S.A.	Registered
SÉBILE & Design Sebile	28. Fishing lures; fishing tackle	United States of America	77890796	December 10, 2009	3834282	SEBILE INTERNATIONAL S.A.	Registered

Sebile - Pure Trademark Assignment

Trademark Service Mark	General Description of Goods/Services	Jurisdiction	Application number	Filing or Priority Date	Registration No.	Owner	Status
SÉBILE	28. Fishing lures, fishing tackle and other goods included in this class fake bait for fishing; fishing tackle 09; 12; 18; 22; 25; 28; 39; 41 – Lunettes et visières anti-éblouissantes; détecteurs électriques pour la pêche ;filres polarisants pour lunettes ; jumelles ; lunettes polarisantes ; lampes frontales ; viviers portables à bulleur électrique ; vêtement isotherme; appareils respiratoires pour la nage subaquatique ; appareils de signalisation navale ; appareils et instruments pour la navigation ; avertisseurs électroniques pour la pêche ; ceintures, gilets et sangles de natation ; ceintures, gilets, filets et dispositifs de sauvetage ; combinaisons, costumes, masques, gants, tampons d'oreilles de plongée ; caissons de décompression ; flotteurs pour la natation ; pinces nasales pour plongeurs et nageurs ; radeaux de sauvetage ; scaphandres. Véhicules ; appareils de locomotion par terre, par air ou par eau ; bateaux ; bateaux de pêche ; bacs (bateaux) ; chaland ; chaloupes ; hydravions ; hydroglisseurs ; propulseurs à hélice ; avions amphibies ; aéroglosses. Canoes-sièges ; parapluies-tente ; parasols ; panier, musette et sacs de	South Korea	40-2010-30645	June 10, 2010	n/a	SEBILE INTERNATIONAL S.A	Pending
SEBILE		France	3300132	June 28, 2004	3300132	SEBILE USA	Registered

Sebile - Pure Trademark Assignment

Trademark Service Mark	General Description of Goods/Services	Jurisdiction	Application number	Filing or Priority Date	Registration No.	Owner	Status
	<p>pêche, sacs de voyage, sacs de plage, sacs à dos ; fourreaux de voyage pour cannes à pêche. Bâches de camouflage ; filets de pêche ; tentes ; sacs à poissons en vrac ; bourriches à poissons en filet ; fils pour filets ; fils pour moulinets de pêche. Vêtements, chaussures, chapellerie ; vêtements pour la pêche ; bottes ; chaussures ; combinaisons de pêche ; cuissardes ; pantalons de pêche ; vestes de pêche ; casquettes ; chapeaux ; vêtements de protection contre la pluie. Amorces artificielles pour la pêche ; arômes artificiels pour la pêche ; cannes à pêche ; détecteurs de touches ; flotteurs pour la pêche ; hameçons ; lance-pierres pour amorces de pêche ; leurres pour la pêche ; moulinets pour la pêche ; nasses pour la pêche ; épuisettes pour la pêche ; gaffes de pêche ; supports de cannes à pêche ; boîte de rangement d'attirail de pêche ; plombs de pêche ; plioirs de pêche ; lignes de pêche. Transport ; organisation de voyages et notamment de pêche ; accompagnement de voyageurs ; services de guide et d'accompagnateur de pêche ; agences de tourisme (à l'exception de la réservation d'hôtels, de pensions) ; transport en bateaux ; transports maritimes ; services de navigation ;</p>						

Sebité - Parc Trademark Assignment

Trademark Service Mark	General Description of Goods/Services	Jurisdiction	Application number	Filing or Priority Date	Registration No.	Owner	Status
	<p>location de bateaux ; services de bateaux de plaisance et de pêche ; organisation de croisières, d'excursions ; informations en matière de transport et d'organisation de voyages ; réservation de places de voyage ; circuits et visites touristiques. Activités sportives et culturelles ; clubs de pêche ; services de clubs ; services de camps de vacances (divertissements) ; parcs d'attraction ; organisation de compétitions sportives et de concours notamment en matière de pêche ; organisation de spectacles ; organisation et conduite de colloques, congrès, conférences, séminaires ; exploitations d'installations sportives, notamment pour la pêche ; exploitation de jardins zoologiques et de parcs aquatiques ; informations en matière de divertissement, de loisirs, d'activités sportives et culturelles, de pêche ; location d'équipements pour les sports (à l'exception des véhicules) et notamment pour la pêche ; location d'équipements de plongée sous-marine ; services de loisirs ; services de musées ; publication de livres, de textes, de guides (autres que publicitaires), services de reporters.</p>						

Scible - Pure Trademark Assignment