

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM303794

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Callaway Golf Company		03/30/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	American Sports Licensing, Inc.		
Street Address:	1011 Centre Road		
Internal Address:	Suite 339		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19805		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3606735	NEVER LAY UP	
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:	Greenberg Traurig, LLP		
Address Line 1:	77 W. Wacker Drive		
Address Line 2:	Suite 3100		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	129971.024300		
NAME OF SUBMITTER:	Mark R. Galis		
SIGNATURE:	/Mark R. Galis/		
DATE SIGNED:	05/07/2014		
Total Attachments: 5			
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TRADEMARK			

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ASSIGNMENT OF TRADEMARKS (US and Canada)

WHEREAS, Callaway Golf Company, a Delaware Corporation having a principal place of business at 2180 Rutherford Road, Carlsbad, California 92008-7328 (hereinafter "Assignor"), has adopted, used and is using the trademarks which have been filed with the United States Patent and Trademark Office and other trademark offices as set forth on the attached Schedule A (hereinafter collectively referred to as the "Trademarks"); and

WHEREAS, American Sports Licensing, Inc. , a Delaware corporation having a principal place of business at 1011 Centre Road, Suite 339, Wilmington, DE 19805 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications for and registrations thereof as set forth on Schedule A; and

WHEREAS, it is desired that the assignment of the Trademarks identified on the attached Schedule A be made the matter of record in the United States Patent and Trademark Office and other appropriate trademark offices.

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 Trademarks, together with the goodwill of the business symbolized by the Trademarks, and including the registrations and applications thereof as set forth on the attached Schedule A.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States, and the appropriate official in any other country, 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 United States Patent and Trademark Office or the Trademark Office of any other country throughout the world.

[Signature Page to Follow]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of United States
Trademarks to be executed as of March __, 2012.

ASSIGNOR
Callaway Golf Company

By: *Stanley J. Welby*
Name: _____
Title: _____



ASSIGNEE
American Sports Licensing, Inc.,

By: _____
Name: _____
Title: _____


[SIGNATURE PAGE TO ASSIGNMENT OF TRADEMARKS (US AND CANADA)]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of United States Trademarks to be executed as of March __, 2012.

ASSIGNOR
Callaway Golf Company

By: _____
Name: _____
Title: _____

ASSIGNEE
American Sports Licensing, Inc.

By:  _____
Name: _____
Title: _____

[SIGNATURE PAGE TO ASSIGNMENT OF TRADEMARKS (US AND CANADA)]

Schedule A
TRADEMARKS

UNITED STATES

MARK	APP. NO.	FILING DATE	REG. NO.	REG. DATE
NEVER LAY UP	77/230786	July 16, 2007	3606735	April 14, 2009