

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM306549

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Brunswick Bowling & Billiards Corporation		06/03/2014	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Leiserv, LLC		
<b>Street Address:</b>	1 N. Field Court		
<b>City:</b>	Lake Forest		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60045		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2346910	U.S. PLAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8477354330		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	847-735-4354		
<b>Email:</b>	adam.airhart@brunswick.com		
<b>Correspondent Name:</b>	Adam D. Airhart		
<b>Address Line 1:</b>	1 N. Field Court		
<b>Address Line 4:</b>	Lake Forest, ILLINOIS 60045		
<b>ATTORNEY DOCKET NUMBER:</b>	BBBC2LLLLC		
<b>NAME OF SUBMITTER:</b>	Adam D. Airhart		
<b>SIGNATURE:</b>	/ADA/		
<b>DATE SIGNED:</b>	06/04/2014		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), is made this 3rd day of June, 2014, by and between Brunswick Bowling & Billiards Corporation, a Delaware corporation ("Assignor") and Leiserv, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the owner of, has adopted, used and is using the following United States Trademark Registrations (the "Marks"):

Mark	Application Number	Registration Number
U.S. PLAY	75/652,780	2,346,910

; and

WHEREAS, Assignee wishes to acquire the entire right, title and interest in and to the Marks and the goodwill connected with and symbolized by said Marks; and

WHEREAS, Assignor wishes to assign to Assignee the Marks and the goodwill connected with and symbolized by the said Marks.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee the entire right, title and interest in and to the Marks, including all pending applications for the Marks, together with the goodwill connected with and symbolized by said Marks throughout the world and including the subject matter of all claims which may be obtained therefrom for Assignee's own use and enjoyment; together with all claims for damages by reason of past, present or future infringement or other unauthorized use of

the Marks, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor authorizes and requests the respective local Registrars of Trademarks or other appropriate legal trademark authorities to record Assignee as the owner of the entire right, title and interest in and to the Marks, for the sole use and enjoyment of Assignee.

Assignor shall provide Assignee cooperation and assistance at Assignee's request and at Assignee's reasonable expense (including the execution and delivery of any and all affidavits, declarations, oaths, assignments, powers of attorney or other documentation as may be reasonably required): (1) in the preparation and prosecution of any applications for registration of the Marks assigned herein; (2) in the prosecution or defense of any interference, opposition, cancellation, infringement or other proceedings that may arise in connection with any of the trademark rights assigned herein, including testifying as to any facts relating to this Assignment or to the trademark rights assigned herein; (3) in obtaining any additional trademark protection in or to the Marks that Assignee may deem appropriate which may be secured under the laws now or hereafter in effect in the United States or any other country; and (4) in the implementation or perfection of this Assignment.

Assignor hereby constitutes and appoints Assignee and its successors and assigns as its true and lawful attorneys in fact in connection with the transactions contemplated by this instrument, with full power of substitution to demand and receive, in the name and stead of Assignor but on behalf of and for the benefit of Assignee and its successors and assigns, any and all of the Marks hereby conveyed, assigned, and transferred or intended so to be, and to give receipt and releases for and in respect of the same and any part therefor, and from time to time to institute and prosecute, in the name of Assignor or otherwise, for the benefit of Assignee or its

successors and assigns, proceedings at law, in equity, or otherwise, which the Assignee or its successors or assigns deem proper in order to collect or reduce to possession or endorse any of the Marks, and to do all acts and things in relation to the Marks which Assignee or its successors or assigns reasonably deem desirable.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be signed and executed by their duly authorized officers or agents on the date first written above.

**ASSIGNOR**

**ASSIGNEE**

**BRUNSWICK BOWLING &  
BILLIARDS CORPORATION**

**LEISERV, LLC**

By: *Marsha T. Vaughn*  
Name: Marsha T. Vaughn  
Title: Assistant Secretary

By: *Judith P. Zelisko*  
Name: Judith P. Zelisko  
Title: Vice President

State of Illinois )  
County of Lake ) ss.

On this 3rd day of June, 2014, before me personally appeared said **Marsha T. Vaughn**, known to me to be the person who executed the above instrument and acknowledged to me that he executed the same for the uses and purposes therein set forth.

SEAL

*Michael R. Ascher*  
Notary Public


My Commission expires: 5/18/2015



State of Illinois )  
County of Lake ) ss.

On this 3rd day of June, 2014, before me personally appeared said **Judith P. Zelisko**, known to me to be the person who executed the above instrument and acknowledged to me that he executed the same for the uses and purposes therein set forth.

SEAL

  
Notary Public

My Commission expires: 5/18/2015

