

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM316187

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fiocchi of America, Inc.		09/05/2014	COMPANY: MISSOURI
RECEIVING PARTY DATA			
Name:	GIULIO FIOCCHI S.p.A.		
Street Address:	Via S. Barbara, 4		
City:	Lecco		
State/Country:	ITALY		
Postal Code:	23900		
Entity Type:	COMPANY: ITALY		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	3995202	CANNED HEAT	
Registration Number:	3539340	EXACTA	
Registration Number:	3355413	EXTREMA	
Registration Number:	1989569	FIOCCHI	
Registration Number:	3003014	GOLDEN PHEASANT	
Registration Number:	4172243	GREEN AND MEAN	
Registration Number:	4168551	GREEN, MEAN AND CHOKE FRIENDLY	
Registration Number:	2125094	INTERCEPTOR	
Registration Number:	3973353	PHEASANT MAX	
Registration Number:	3355414	SHOOTING DYNAMICS	
Registration Number:	4247481	STEEL MAX	
CORRESPONDENCE DATA			
Fax Number:	6784068812		
<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>			
Phone:	404-577-6000		
Email:	atlip@bakerdonelson.com		
Correspondent Name:	Dorian B. Kennedy		
Address Line 1:	3414 Peachtree Street		
Address Line 2:	Suite 1600		
Address Line 4:	Atlanta, GEORGIA 30326		
		TRADEMARK	

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ATTORNEY DOCKET NUMBER:	2170245
DOMESTIC REPRESENTATIVE	
Name:	Dorian B. Kennedy
Address Line 1:	3414 Peachtree Road
Address Line 2:	Suite 1600
Address Line 4:	Atlanta, GEORGIA 30326
NAME OF SUBMITTER:	Dorian B. Kennedy
SIGNATURE:	/dorian b kennedy/
DATE SIGNED:	09/05/2014
Total Attachments: 2 source=ATL2DOCS-#2753225-v1-executed_assginment#page1.tif source=ATL2DOCS-#2753225-v1-executed_assginment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Fiocchi of America, Inc., having an address of 6930 N Fremont Road, Ozark, MO 65721 ("Assignor"), adopted and used the marks listed on the attached Exhibit A ("the Marks") and obtained federal registrations thereof; and

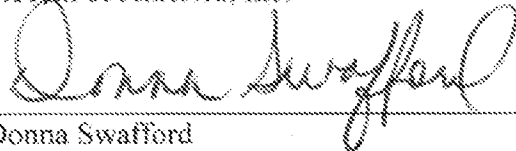
WHEREAS, GIULIO FIOCCHI S.p.A., a Company of Italy having an address of Via Santa Barbara, 4 Lecco, Italy ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks in the United States and throughout the world, together with the Registrations and the right to bring actions for past infringement of the Marks and recovery of damages for any such infringement;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, and intending to be legally bound, Assignor does hereby assign to Assignee, the entire right, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks in the United States and throughout the world, together with the Registrations and the right to bring actions for past infringement and recovery of damages for any such infringement, and

For the same consideration, Assignor agrees to sign and execute all lawful papers, make all assignments and rightful declarations and oaths, and generally do everything possible to aid Assignee, its successors, assigns, and nominees, to obtain, maintain and enforce registration of the Mark and proper protection for the Marks and the Registrations in the United States and throughout the world.

this 5th day of September, 2014.

Fiocchi of America, Inc.



Donna Swafford

Vice President - Chief Operations Officer

EXHIBIT A

MARK	GOOD/SERVICES	Appl. S/N Filing Date	Reg. No. / Reg. Date
CANNED HEAT	Ammunition	85/122,002 Sep 2, 2010	3,995,202 Jul 12, 2011
EXACTA	Ammunition	77/140,103 Mar 26, 2007	3,539,340 Dec 2, 2008
EXTREMA	Ammunition	77/140,098 Mar 26, 2007	3,355,413 Dec 18, 2007
FIOCCHI	Ammunition	74/611,537 Dec 15, 1994	1,989,569 Jul 30, 1996
GOLDEN PHEASANT	Ammunition	76/601,471 Jul 9, 2004	3,003,014 Sep 27, 2005
GREEN AND MEAN	Ammunition	85/122,010 Sep 2, 2010	4,172,243 Jul 10, 2012
GREEN, MEAN AND CHOKE FRIENDLY	Ammunition	85/122,015 Sep 2, 2010	4,168,551 Jul 3, 2012
INTERCEPTOR	Ammunition, namely, shotgun shells	75/144,523 Aug 5, 1996	2,125,094 Dec 30, 1997
PHEASANT MAX	Ammunition	85/121,991 Sep 2, 2010	3,973,353 Jun 7, 2011
SHOOTING DYNAMICS	Ammunition	77/140,109 Mar 26, 2007	3,355,414 Dec 18, 2007
STEEL MAX	Ammunition	85/558,667 Mar 2, 2012	4,247,481 Nov 20, 2012

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