

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320181

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Grand View Media Group, Inc.		10/03/2014	CORPORATION: ALABAMA
RECEIVING PARTY DATA			
Name:	EBSCO Industries, Inc.		
Street Address:	5724 Highway 280 East		
Internal Address:	Legal Services		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35242		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3059000	SHOOTING SPORTS RETAILER	
Registration Number:	3977654	SHOOTING SPORTS RETAILER	
Registration Number:	3939334	THE TACTICAL RETAILER	
Registration Number:	3989190	THE VOICE OF THE INDEPENDENT RETAILER	
CORRESPONDENCE DATA			
Fax Number:	6785971101		
<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:	678-653-4758		
Email:	rjveal@veal-ip.com		
Correspondent Name:	Robert J. Veal		
Address Line 1:	11555 Medlock Bridge Road		
Address Line 2:	Suite 100		
Address Line 4:	Johns Creek, GEORGIA 30097		
ATTORNEY DOCKET NUMBER:	V43802.134UST		
NAME OF SUBMITTER:	Robert J. Veal		
SIGNATURE:	/Robert J. Veal/		
DATE SIGNED:	10/15/2014		
Total Attachments: 2			

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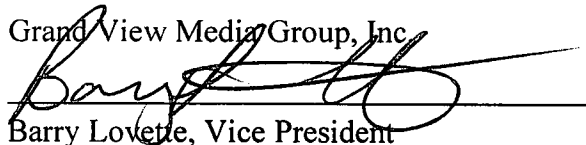
ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, Grand View Media Group, Inc. a corporation formed under the laws of the state of Alabama ("Assignor") has adopted and used the trademarks and domains which include the subject of the U.S. Trademark registrations and domain registrations listed on Schedule A (the "Intellectual Property").

WHEREAS, EBSCO Industries Inc., ("Assignee") a corporation formed under the laws of the state of Delaware with a principal place of business at 5724 Hwy 280 East, Birmingham Alabama 35242, USA, is desirous of acquiring the Intellectual Property and the corresponding registrations and goodwill of the business symbolized by the Intellectual Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, for its own use and enjoyment and for the use and enjoyment of its successors and assigns, ASSIGNOR's entire worldwide rights, title and interest in and to the Intellectual Property and renewals thereof, together with the goodwill of the business symbolized thereby or otherwise associated with the business conducted in connection with the Intellectual Property, and all income, royalties, damages and payments which may hereafter become due or payable in respect thereof, and in and to all causes of actions (either at law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement, dilution or other unauthorized use or impairment of the rights assigned to ASSIGNEE under this Assignment of Intellectual Property.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment of Intellectual Property to be executed by its duly authorized officer on the 3rd day of October, 2014.

Grand View Media Group, Inc.
By: 
Barry Lovette, Vice President

**SCHEDULE A
Intellectual Property**

TRADEMARKS:

SHOOTING SPORTS RETAILER	US Registration 3,059,000
SHOOTING SPORTS RETAILER	US Registration 3,977,654
THE TACTICAL RETAILER	US Registration 3,939,334
THE VOICE OF THE INDEPENDENT RETAILER	US Registration 3,989,190

DOMAIN NAMES

www.shootingsportsretailer.com

www.shootingsportsretailer-digital.com

www.ssrmag.com