

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320614

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fenix Outdoor AB		09/09/2014	Aktiebolag: SWEDEN
RECEIVING PARTY DATA			
Name:	Frilufts Retail Europe AB		
Street Address:	Box 209		
City:	Ornsköldsvik 89125		
State/Country:	SWEDEN		
Entity Type:	Aktiebolag: SWEDEN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85148147	NATURKOMPANIET	
Serial Number:	85148177	NATURKOMPANIET	
Serial Number:	85148163	NATUR KOMPANIET	
CORRESPONDENCE DATA			
Fax Number:	2028611783		
<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:	2028611500		
Email:	trademarks@bakerlaw.com		
Correspondent Name:	John H. Weber		
Address Line 1:	1050 Connecticut Avenue, NW		
Address Line 2:	Washington Square, Suite 1100		
Address Line 4:	Washington, D.C. 20036-5304		
NAME OF SUBMITTER:	Michael J. Hirsch		
SIGNATURE:	/MJH/		
DATE SIGNED:	10/20/2014		
Total Attachments: 8			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is entered into as of September 09, 2014 between the following two parties.

The Assignor: Fenix Outdoor AB
Legal Address: Box 209, 891 25 Ömsköldsvik, /SE

The Assignee: Fritufts Retail Europe AB
Legal Address: Box 209, 891 25 Ömsköldsvik, /SE

WHEREAS, the Assignor, a limited liability company registered in Sweden under the laws of the Kingdom of Sweden, owns the entire right, title and interest in and to several Community trademarks and foreign trademarks and applications for trademarks filed with the Office for Harmonization in the Internal Market and foreign trademark applications, as listed in Appendix A (hereinafter referred to as the "the Trademarks");

WHEREAS, the Assignee is a limited liability company registered in Sweden under the laws of the Kingdom of Sweden;

WHEREAS, the Assignor agrees to assign the trademarks to the Assignee and the Assignee agrees to accept the assignment of the Trademark.

NOW, THEREFORE, through mutual negotiation, the parties hereto agree as follows:

1. Transfer of Trademark

The Assignor agrees to assign the Trademark to the Assignee and the Assignee agrees to accept the assignment of the Trademark.

2. Representations and Warranties

2.1 The Assignor hereby represents and warrants as follows:

2.1.1 the Assignor is a limited liability company duly registered and validly existing under the laws of the Kingdom of Sweden;

2.1.2 the Assignor has the exclusive ownership of the Trademark and no rights or equity of any third party is prejudiced due to the using of the Trademarks. There is no litigation or any other disputes arising from or relating to the Trademark;

2.1.3 the Assignor, subject to its business scope and corporate power, has obtained full

authority and all consents and approvals of any other third party and government necessary to execute and perform this Agreement, which shall not be against any enforceable and effective laws or contracts;

2.1.4 once this Agreement has been duly executed by both parties, it will constitute a legal, valid and binding agreement of the Assignor enforceable against it in accordance with its terms upon its execution; and

2.1.5 the Assignor will not engage in any action that will be detrimental to the validity of the Trademarks after the completion of the assignment.

2.2 The Assignee hereby represents and warrants as follows:

2.2.1 The Assignee is a limited liability company registered in Sweden under the laws of the Kingdom of Sweden;

2.2.2 The Assignee, subject to its business scope and corporate power, has taken necessary steps and obtained full authority and all consents and approvals of any other third party and governmental necessary to execute and perform this Agreement, which shall not be against any enforceable and effective laws or contracts; and

2.2.3 Once this Agreement has been duly executed by both parties, it will constitute a legal, valid and binding agreement of the Assignee enforceable against it in accordance with its terms.

3. Effective Date and Term

This Agreement has been duly executed by their authorized representatives as of the date first set forth above and shall be effective simultaneously.

4. Settlement of Disputes

The parties shall strive to settle any dispute arising from the interpretation or performance through friendly consultation within 30 days after one party asks for consultation. In case no settlement can be reached through consultation, each party can submit such matter to Arbitration Institute of Stockholm Chamber of Commerce (the "SCC"). The arbitration shall follow the current rules of SCC, and the arbitration proceedings shall be conducted in Sweden and shall take place in Stockholm. The arbitration award shall be final and binding upon the parties and shall be enforceable in accordance with its terms.

5. Applicable Law

The validity, interpretation and implementation of this Agreement shall be governed by the laws of the Kingdom of Sweden.

6. Amendment and Supplement

Any amendment and supplement of this Agreement shall come into force only after a written agreement is signed by both parties. The amendment and supplement duly executed by both parties shall be part of this Agreement and shall have the same legal effect as this Agreement.

7. Severability

Any provision of this Agreement which is invalid or unenforceable in any jurisdiction shall, as to that jurisdiction, be ineffective to the extent of such invalidity or unenforceability, without affecting in any way the remaining provisions hereof in such jurisdiction or rendering that any other provision of this Agreement invalid or unenforceable in any other jurisdiction.

8. Appendices

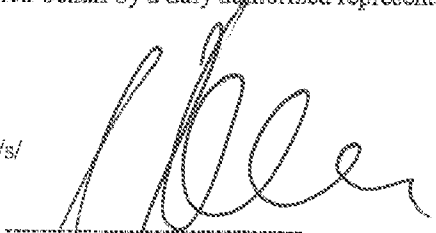
The Appendices referred to in this Agreement are an integral part of this Agreement and have the same legal effect as this Agreement.

9. Others

This Agreement is executed in English in two copies.

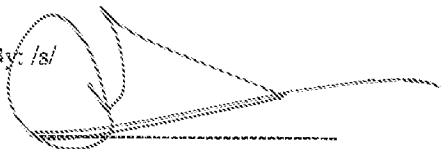
IN WITNESS THEREOF the parties hereto have caused this Agreement to be duly executed on their behalf by a duly authorized representative as of the date first set forth above.

By: /s/



The Assignor: Fenix Outdoor AB
Representative: Alexander Koska

By: /s/



The Assignee: Friluft Retail Europe AB
Representative: Thomas Lindberg

Appendix A



Trademark		SE	28	201861 MSE	Fenix Outdoor AB	US 03.1968	1991-22873	Nordic Patentbyrå AB	03.03.1968	01.2875	08.03.1968
Trademark		SE	25, 26	201862 MSE	Fenix Outdoor AB	22.05.1997	1997-04829	Nordic Patentbyrå AB	25.08.2002	0.3395 USD	15.08.2002
Trademark		SE	25, 26	201863 MSE	Fenix Outdoor AB	22.05.1997	1997-04830	Nordic Patentbyrå AB	18.07.2000	0.3395 USD	26.07.2000
Trademark		EU	35, 37, 41	203253 MCA	Fenix Outdoor AB	14.04.2014	12791307	GROSS Schmalzer, Klaus, von Hirschhausen	24.02.2014	274518	13.02.2014
Trademark		Norway	35, 37, 41	203191 MNC	Fenix Outdoor AB	31.10.2013	201313234	Curtis	24.02.2014	274518	13.02.2014
Trademark		China	42	203171 MCA	Fenix Outdoor AB	19.05.2011	9485327	Lacome IP Agent	13.05.2012	9485327	14.05.2012
Trademark		China	37	203170 MCA	Fenix Outdoor AB	19.05.2011	9485328	Lacome IP Agent	13.05.2012	9485328	14.05.2012
Trademark		USA	35, 37, 42	202285 MCA	Fenix Outdoor AB	08.10.2010	8519147	John Weber Baker & Hostetler	29.03.2013		
Trademark		Canada	35, 37, 42	202286 MCA	Fenix Outdoor AB	14.10.2010	1039664	Cyren Wiggs Green & Harria LLP	08.01.2011		

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Trademark	Prifurta	EU	18, 20, 22, 25, 35, 37, 41	zissax micro	Perix Outdoor AB	26.07.2014	53119661	Roese, Schlunegger, Krauer, von Hirschhausen John Patentkontor AS
Trademark	Prifurts	Norway	18, 20, 22, 25, 35, 37, 41	zissax micro	Perix Outdoor AB	12.06.2014	2054 09174	
Trademark	Prifurfs	Schweizland	18, 20, 22, 25, 35, 37, 41	zissax micro	Perix Outdoor AB	22.08.2014	5955072014	Freeseh Schlegelger Werne AG, Verlen- und Markenwarte