

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM324295

<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>
Field & Stream Licenses Company, LLC		11/20/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Sports Licensing, Inc.		
<b>Street Address:</b>	1011 Centre Road		
<b>Internal Address:</b>	Suite 339		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19805		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86325795	FIELD & STREAM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4048817777		
<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>	404-881-7000		
<b>Email:</b>	angie.wicker@alston.com		
<b>Correspondent Name:</b>	Ginabeth B. Hutchison		
<b>Address Line 1:</b>	1201 West Peachtree Street		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>NAME OF SUBMITTER:</b>	Ginabeth B. Hutchison		
<b>SIGNATURE:</b>	/Ginabeth B. Hutchison/		
<b>DATE SIGNED:</b>	11/25/2014		
<b>Total Attachments: 3</b>			
source=TM Assignment-new#page1.tif			
source=TM Assignment-new#page2.tif			
source=TM Assignment-new#page3.tif			

OP \$40.00 86325795

**ASSIGNMENT OF US  
INTELLECTUAL PROPERTY RIGHTS**

WHEREAS, **FIELD & STREAM LICENSES COMPANY, LLC**, a limited liability company organized under the laws of the state of Delaware (hereinafter referred to as "ASSIGNOR") is the owner of the US trademark and service mark registrations and the use-based applications listed on Exhibit A hereto (hereafter, the "US Registrations and Applications") and the common law rights to trademarks and service marks associated therewith (the "Marks").

WHEREAS, ASSIGNOR is the owner of the US intent-to-use trademark applications listed on Exhibit B hereto (the "Intent-to-Use Applications") and any common law rights associated with the marks associated therewith (with such rights also included in the term the Marks).

WHEREAS, **AMERICAN SPORTS LICENSING, INC.**, a corporation organized under the laws of the state of Delaware (hereinafter referred to as "ASSIGNEE") acquired certain assets of ASSIGNOR, including, without limitation, the Marks, the US Registrations and Applications, the Intent-to-Use Applications and all of the ASSIGNOR'S business to which the marks that are the subjects of the Intent-to-Use Applications pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers and sells, unto ASSIGNEE, its legal representatives and assigns, all of ASSIGNOR'S right, title, interest, associated goodwill, and all rights of action against third parties ASSIGNOR has or may have in the future in and to said Marks, including, without limitation, all trademark and service mark rights, trade dress rights, copyrights and any and all other intellectual property rights in the Marks, together with the US Registrations and Applications, the Intent-to-Use Applications and any other applications or registrations for the Marks; which interests and rights shall be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made;

IN WITNESS WHEREOF, the undersigned, intending to be legally bound, has caused this Assignment of US Intellectual Property rights to be executed effective as of the 20 day of November, 2014.

ASSIGNOR:

FIELD & STREAM LICENSES COMPANY, LLC

Signature: Michael Tewey  
Printed Name: Michael Tewey  
Title: President

**EXHIBIT A**

**US REGISTRATIONS AND USE-BASED APPLICATIONS**

[NONE; SEE NEXT PAGE]

**EXHIBIT B**

**US INTENT-TO-USE APPLICATIONS**

<b>Trademark Application No.</b>	<b>Trademark</b>	<b>Goods/Services</b>	<b>Status</b>
86/325,795  (BR File: 26365/244)	FIELD & STREAM	car seat covers for use with pets	Pending  Response to Office Action due on 4/10/2015

61799903