

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM330089

<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>
Top of the Food Chain Products LLC		01/14/2015	LIMITED LIABILITY COMPANY: WASHINGTON
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cabela's Incorporated		
<b>Street Address:</b>	One Cabela Drive		
<b>City:</b>	Sidney		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	69160		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4236330	TOP OF THE FOOD CHAIN	
<b>Registration Number:</b>	4191943	TOP OF THE FOOD CHAIN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3127155155		
<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>	312-715-5241		
<b>Email:</b>	nancy.oehler@quarles.com		
<b>Correspondent Name:</b>	Nicole M. Murray		
<b>Address Line 1:</b>	300 N LaSalle Street		
<b>Address Line 2:</b>	Suite 4000		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60654-3406		
<b>ATTORNEY DOCKET NUMBER:</b>	144045.00808/00809		
<b>NAME OF SUBMITTER:</b>	Nancy E. Oehler		
<b>SIGNATURE:</b>	/Nancy Oehler/		
<b>DATE SIGNED:</b>	01/26/2015		
<b>Total Attachments: 2</b>			
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Trademark Assignment

This Trademark Assignment is made by and between Cabela's Incorporated ("Assignee"), and Top of the Food Chain Products LLC ("Assignor").

Whereas, Assignor desires to transfer and assign to Assignee the trademarks and associated common law trademark rights and the associated federal registrations owned by Assignor as set forth in Schedule A (hereinafter collectively the "Marks"), and the goodwill of the business developed through the use of the Marks; and

Whereas, Assignee desires to acquire all rights, title, and interest in and to the Marks, any associated federal application therefor, and the goodwill developed therewith;

Now, therefore, for good and valuable consideration, in the form of payment of \_\_\_\_\_, and other good and valuable consideration, the collective receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over to Assignee, (i) the entire right, title, interest in and to the Marks, (ii) the goodwill of the business developed through use of the Marks and symbolized by the Marks, and (iii) any and all portions of Assignor's business to which the Marks pertains. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

In witness whereof, Assignor has caused this Trademark Assignment to be executed by its duly authorized representative as of the date written below.

Cabela's Incorporated

Top of the Food Chain Products LLC

By: [Signature]  
Name: Lee Doran  
Title: VP BRAND MGT  
Date: 1/14/15

By: [Signature]  
Name: Timothy B Wegner  
Title: PRESIDENT & CEO  
Date: 12-30-2014

REVIEWED/APPROVED  
CABELA'S LEGAL DEPT. [Signature]

SCHEDULE A TO TRADEMARK ASSIGNMENT

<b>Country</b>	<b>Mark</b>	<b>Reg. No./ App No.</b>	<b>Filing Date/ Reg. Date</b>	<b>Services</b>
United States	TOP OF THE FOOD CHAIN	Reg. No. 4,236,330	Reg. Date Nov. 6, 2012	Footwear; headwear, namely, caps, hats, cowboy hats, headbands, straw hats, visors, bandanas; clothing and hunting apparel, namely, aprons, sleeve garters, t-shirts, golf shirts, work shirts, baseball shirts, woven shirts, shirts, tops, tank tops, sweatshirts, sweatpants, jogging suits, pants, dresses, skirts, sleep pants, pajamas, robes, shorts, jeans, jackets, coats, belts, neckties, neckwear, scarves, suspenders, leather jackets, rain suits, vests, cloth bibs, parkas, gloves.
United States	TOP OF THE FOOD CHAIN	Reg. No. 4,191,943	Reg. Date Aug. 14, 2012	Seasonings