

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332731

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Merle F. Gardner		02/18/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BG Acquisition Company, LLC		
Street Address:	1715 Aaron Brenner Drive		
Internal Address:	Suite 300		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38120-1452		
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE		
PROPERTY NUMBERS Total: 26			
Property Type	Number	Word Mark	
Registration Number:	2765502	BUCK BRUSH	
Registration Number:	2815640	SCENT ZAPPER	
Registration Number:	2853049	CANADA HAMMER	
Registration Number:	2857986	CANADA HAMMER	
Registration Number:	2936865	FOWLMOUTH	
Registration Number:	2998275	FOWL PLAY	
Registration Number:	3016340	MALLARD MAGIC	
Registration Number:	3042902	SPECK WRECKER	
Registration Number:	3235183	SPIT TECH	
Registration Number:	4521391	ALL AMERICAN	
Registration Number:	4659390	BABY BUCK	
Registration Number:	4659587	WORKIN' MAN	
Registration Number:	4666654	DOUBLE NASTY THREE	
Serial Number:	86275869	BGC CHAMPION OF CHAMPIONS	
Serial Number:	86276669	BUCK GARDNER CALLS CHAMPION OF CHAMPIONS	
Serial Number:	86276794	IF YOU WANT TO SPEAK FOWL LANGUAGE, DO I	
Serial Number:	86277201	PRO STAFF TUNERS	
Serial Number:	86277358	QUICK RESPONSE	

OP \$665.00 2765502

Property Type	Number	Word Mark
Serial Number:	86279528	BUCKOLOGY
Serial Number:	86279893	BUCK GARDNER CALLS SPIT TECH CUSTOM ACRY
Serial Number:	86280573	SBT SHORT BARREL TECHNOLOGY
Serial Number:	86280621	VFR VOLUME FLOW REDUCTION
Serial Number:	86282139	BUCK GARDNER CALLS CHAMPION OF CHAMPIONS
Serial Number:	86286651	VAPORS KICK ASH!
Serial Number:	86312862	FOWL MOUTH
Serial Number:	86358948	SWAP MEAT

CORRESPONDENCE DATA

Fax Number: 9012881706

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.

Phone: (901) 288-1663

Email: jim.montgomery@wallerlaw.com

Correspondent Name: James D. Montgomery

Address Line 1: 1715 Aaron Brenner Drive

Address Line 2: Suite 300

Address Line 4: Memphis, TENNESSEE 38120-1452

ATTORNEY DOCKET NUMBER: 029594.48900

NAME OF SUBMITTER: James D. Montgomery

SIGNATURE: /James D. Montgomery/

DATE SIGNED: 02/20/2015

Total Attachments: 5

source=Trademark Assignment#page1.tif

source=Trademark Assignment#page2.tif

source=Trademark Assignment#page3.tif

source=Trademark Assignment#page4.tif

source=Trademark Assignment#page5.tif

EXHIBIT A

TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (the “**Trademark Assignment**”) dated as of the 18th day of February, 2015 (the “**Effective Date**”), is made by and between **Merle F. Gardner** (the “**Assignor**”) and **BG Acquisition Company, LLC**, a Tennessee limited liability company (“**BG Acquisition**”).

WHEREAS, the Assignor and BG Acquisition have entered into an Assignment of Intellectual Property, executed on even date herewith, pursuant to which the Assignor has agreed to assign to BG Acquisition the Marks (as defined below);

NOW, THEREFORE, for good and valuable consideration, including the promises and covenants set forth in the Assignment of Intellectual Property, the parties agree as follows:

1. Marks

“**Marks**” shall mean the trade names, brand names, corporate names, assumed names, business names, certification marks, trademarks, service marks, trade dresses, logos, designs and slogans, in word mark, stylized and/or design formats which are the subject of the registrations and pending applications identified in Attachment 1 hereto.

2. Assignment

The Assignor hereby assigns, transfers and conveys to BG Acquisition all of its worldwide rights, title and interest in and to the Marks, and the registrations and applications relating thereto, together with the goodwill of the Assignor and the Company (as such term is defined in the Assignment of Intellectual Property), symbolized by the Marks and all rights, claims and privileges pertaining thereto, including, without limitation, the right to sue and recover damages for past, present and future infringement thereof, and the right to prosecute and maintain trademark applications and the registrations for the Marks.

[THE REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the Assignor and BG Acquisition have caused this Trademark Assignment to be signed as of the Effective Date.

WITNESS

Sign: Bo Rhea

Name: Bo Rhea

ASSIGNOR

Sign: Merle F. Gardner

Name: Merle F. Gardner

BG ACQUISITION COMPANY, LLC

By: David B. Latham

Name: David B. Latham

Title: President

ATTACHMENT 1

	MARK	SERIAL NO./ REGISTRATION NO.	FILING DATE/ REGISTRATION DATE	GOODS/SERVICES
1.	BUCK BRUSH	2765502	Registered September 16, 2003	Duck call
2.	SCENT ZAPPER	2815640	Registered February 17, 2004	Hunter's scent camouflage and neutralizer
3.	CANADA HAMMER	2853049	Registered June 15, 2004	Game calls, namely goose calls (design plus words, letters, and/or numbers)
4.	CANADA HAMMER	2857986	Registered June 29, 2004	Game calls, namely, goose calls (typed drawing)
5.	FOWLMOUTH	2936865	Registered March 29, 2005	Duck and goose calls
6.	FOWL PLAY	2998275	Registered September 20, 2005	Instructional videos relating to game calls
7.	MALLARD MAGIC	3016340	Registered November 15, 2005	Game calls
8.	SPECK WRECKER	3042902	Registered January 10, 2006	Bird calls
9.	SPIT TECH	3235183	Registered April 24, 2007	Duck call
10.	ALL AMERICAN	4521391	Registered April 29, 2014	Duck call

	MARK	SERIAL NO./ REGISTRATION NO.	FILING DATE/ REGISTRATION DATE	GOODS/SERVICES
11.	BABY BUCK	4659390	Registered December 23, 2014	Bird calls
12.	WORKIN' MAN	4659587	Registered December 23, 2014	Bird calls
13.	DOUBLE NASTY THREE	4666654	Registered January 6, 2015	Bird calls
14.	BGC CHAMPION OF CHAMPIONS	86275869	Filed May 8, 2014	Bird calls
15.	BUCK GARDNER CALLS CHAMPION OF CHAMPIONS	86276669	Filed May 9, 2014	Bird calls
16.	IF YOU WANT TO SPEAK FOWL LANGUAGE, DO IT WITH A FOWL MOUTH	86276794	Filed May 9, 2014	Retail store services, online retail store services via global computer network, retail services by direct solicitation of independent sales representatives and distributorship services featuring hunting game calls, namely, duck and goose calls
17.	PRO STAFF TUNERS	86277201	Filed May 9, 2014	Structural parts for duck and goose calls
18.	QUICK RESPONSE	86277358	Filed May 9, 2014	Structural parts for duck and goose calls
19.	BUCKOLOGY	86279528	Filed May 13, 2014	Bird calls

	MARK	SERIAL NO./ REGISTRATION NO.	FILING DATE/ REGISTRATION DATE	GOODS/SERVICES
20.	BUCK GARDNER CALLS SPIT TECH CUSTOM ACRYLIC CALLS NEVER STICKS, BLOWS WET, TECHNOLOGY, THE WETTER, THE BETTER	86279893	Filed May 13, 2014	Feature of bird calls that allows them to function when wet
21.	SBT SHORT BARREL TECHNOLOGY	86280573	Filed May 14, 2014	Feature of bird calls comprising a short barrel
22.	VFR VOLUME FLOW REDUCTION	86280621	Filed May 14, 2014	Feature of bird calls that inhibits escaping air
23.	BUCK GARDNER CALLS CHAMPION OF CHAMPIONS PREDATOR SERIES	86282139	Filed May 15, 2014	Hunting game calls
24.	VAPORS KICK ASH!	86286651	Filed May 20, 2014	Clothing, namely, T-shirts and caps
25.	FOWL MOUTH	86312862	Filed June 18, 2014	Bird calls
26.	SWAP MEAT	86358948	Filed August 6, 2014	Bird calls