

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335034

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brunswick Corporation		03/12/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Brunswick Bowling & Billiards Corporation		
Street Address:	1 N. Field Court		
City:	Lake Forest		
State/Country:	ILLINOIS		
Postal Code:	60045		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 32			
Property Type	Number	Word Mark	
Serial Number:	77754329	CONNECT	
Serial Number:	86325219	DEFY	
Serial Number:	85262992	ENVOY	
Serial Number:	85501866	HYDROLANE	
Serial Number:	77062063	JUDGE	
Serial Number:	86316189	MAX10	
Serial Number:	86316258	MAX20	
Serial Number:	86288606	CENTER STAGE	
Serial Number:	85550994	BEATDOWN	
Serial Number:	85551017	BRAWLER	
Serial Number:	85550940	BRUTAL	
Serial Number:	86050034	DUDE	
Serial Number:	86316033	DV8	
Serial Number:	86050026	HOOLIGAN	
Serial Number:	85550968	MADNESS	
Serial Number:	85550960	MARAUDER	
Serial Number:	86050040	MASTERMIND	
Serial Number:	85550987	MEAN STREAK	
Serial Number:	85776718	MELEE	

CH \$815.00 77754329

Property Type	Number	Word Mark
Serial Number:	85550973	MUTINY
Serial Number:	85551028	MYSTIC
Serial Number:	85550925	NIGHTMARE
Serial Number:	85551036	PARANORMAL
Serial Number:	86320915	POW
Serial Number:	86320919	POW!
Serial Number:	85818720	REAX
Serial Number:	85776734	RINGER
Serial Number:	85776724	RUCKUS
Serial Number:	85776730	STRIKE KING
Serial Number:	86050029	THUG
Serial Number:	85776720	TROUBLEMAKER
Serial Number:	85818726	YETI

CORRESPONDENCE DATA

Fax Number: 8477354330

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.

Email: adam.airhart@brunswick.com

Correspondent Name: Adam D. Airhart

Address Line 1: 1 N. Field Court

Address Line 4: Lake Forest, ILLINOIS 60045

ATTORNEY DOCKET NUMBER:	BC-BBB PRODUCTS TBD
NAME OF SUBMITTER:	Adam D. Airhart
SIGNATURE:	/ADA/
DATE SIGNED:	03/13/2015

Total Attachments: 4

source=TM Assignment - BC - BBB Products TBD#page1.tif

source=TM Assignment - BC - BBB Products TBD#page2.tif

source=TM Assignment - BC - BBB Products TBD#page3.tif

source=TM Assignment - BC - BBB Products TBD#page4.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), is made this 12th day of March, 2015, by and between Brunswick Corporation, a Delaware corporation ("Assignor") and Brunswick Bowling & Billiards Corporation, a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of, has adopted, used and is using the following United States Trademark Registrations (the "Marks"):

Mark Name	Current Appl. No	Current Reg No
CONNECT	77/754,329	3,851,143
DEFY	86/325,219	
ENVOY	85/262,992	4,151,316
HYDROLANE	85/501,866	4,183,358
JUDGE	77/062,063	3,366,484
MAX10	86/316,189	
MAX20	86/316,258	
CENTER STAGE	86/288,606	
COLORFULL		
BEATDOWN	85/550,994	4,448,393
BRAWLER	85/551,017	4,347,673
BRUTAL	85/550,940	4,397,020
DUDE	86/050,034	
DV8	86/316,033	
HOOLIGAN	86/050,026	
MADNESS	85/550,968	4,296,469
MARAUDER	85/550,960	4,296,468

MASTERMIND	86/050,040	
MEAN STREAK	85/550,987	4,347,672
MELEE	85/776,718	
MUTINY	85/550,973	4,433,232
MYSTIC	85/551,028	4,433,233
NIGHTMARE	85/550,925	4,296,467
PARANORMAL	85/551,036	4,347,674
POW	86/320,915	
POW!	86/320,919	
REAX	85/818,720	
RINGER	85/776,734	
RUCKUS	85/776,724	
STRIKE KING	85/776,730	
THUG	86/050,029	
TROUBLEMAKER	85/776,720	
YETI	85/818,726	

; and

WHEREAS, Assignee wishes to acquire the entire right, title and interest in and to the Marks and the goodwill connected with and symbolized by said Marks; and

WHEREAS, Assignor wishes to assign to Assignee the Marks and the goodwill connected with and symbolized by the said Marks.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee the entire right, title and interest in and to the Marks, including all pending applications for the Marks, together with the goodwill connected with and symbolized by said Marks throughout the world and including the subject matter of all claims which may be obtained therefrom for Assignee's own use and enjoyment; together with all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.


Assignor authorizes and requests the respective local Registrars of Trademarks or other appropriate legal trademark authorities to record Assignee as the owner of the entire right, title and interest in and to the Marks, for the sole use and enjoyment of Assignee.

Assignor shall provide Assignee cooperation and assistance at Assignee's request and at Assignee's reasonable expense (including the execution and delivery of any and all affidavits, declarations, oaths, assignments, powers of attorney or other documentation as may be reasonably required): (1) in the preparation and prosecution of any applications for registration of the Marks assigned herein; (2) in the prosecution or defense of any interference, opposition, cancellation, infringement or other proceedings that may arise in connection with any of the trademark rights assigned herein, including testifying as to any facts relating to this Assignment or to the trademark rights assigned herein; (3) in obtaining any additional trademark protection in or to the Marks that Assignee may deem appropriate which may be secured under the laws now or hereafter in effect in the United States or any other country; and (4) in the implementation or perfection of this Assignment.

Assignor hereby constitutes and appoints Assignee and its successors and assigns as its true and lawful attorneys in fact in connection with the transactions contemplated by this instrument, with full power of substitution to demand and receive, in the name and stead of Assignor but on behalf of and for the benefit of Assignee and its successors and assigns, any and all of the Marks hereby conveyed, assigned, and transferred or intended so to be, and to give receipt and releases for and in respect of the same and any part therefor, and from time to time to institute and prosecute, in the name of Assignor or otherwise, for the benefit of Assignee or its successors and assigns, proceedings at law, in equity, or otherwise, which the Assignee or its successors or assigns deem proper in order to collect or reduce to possession or endorse any of the Marks, and to do all acts and things in relation to the Marks which Assignee or its successors or assigns reasonably deem desirable.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be signed and executed by their duly authorized officers or agents on the date first written above.


BRUNSWICK CORPORATION

By: 

Name: Chris F. Dekker

Title: Vice President, General Counsel &
Corporate Secretary

**BRUNSWICK BOWLING &
BILLIARDS CORPORATION**

By: 

Name: Kelly M. Kaiser

Title: Vice President, Division Counsel
& Secretary