

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM352386

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
D. Lynn Reeves		08/19/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Do Outdoors, Inc.		
Street Address:	2253 E. Bennett		
City:	Springfield		
State/Country:	MISSOURI		
Postal Code:	65804		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3865480	DO OUTDOORS	
Registration Number:	3865483	RELIANCE TECHNOLOGIES	
Registration Number:	3865484	ENDURATECH TECHNOLOGIES	
Registration Number:	3865485	TACKLE BAGS DIRECT	
Registration Number:	3776527	SPORTSMANS FACTORY OUTLET	
CORRESPONDENCE DATA			
Fax Number:	4178739546		
<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:	417-873-9100		
Email:	jb@jonbay.com		
Correspondent Name:	Jonathan A. Bay		
Address Line 1:	1736 E. Sunshine, Ste. 410		
Address Line 4:	Springfield, MISSOURI 65804		
ATTORNEY DOCKET NUMBER:	858-39		
NAME OF SUBMITTER:	Jonathan A. Bay		
SIGNATURE:	/JONATHAN BAY/		
DATE SIGNED:	08/24/2015		
Total Attachments: 2			

OP \$140.00 3865480

source=Trademarks (3) and service marks (2) assignment#page1.tif
source=Trademarks (3) and service marks (2) assignment#page2.tif

ASSIGNMENT

WHEREAS, **D. Lynn Reeves**, an individual and U.S. citizen, residing in Springfield, Missouri, having a former mailing address at:

1002 Stewart Dr.

Mansfield, Missouri (MO) 65704

(hereinafter referred to as "ASSIGNOR"), has adopted and used in his business the following trade and/or service marks:

(1) Trademark = DO OUTDOORS

Goods/Services = On-line retail store services featuring fishing and camping equipment, and boating equipment for sport-fishing boats and pleasure boats in IC 035

Registration No. 3,865,480

Register = Principal

Registered October 19, 2010

Application No. 77/778,441;

(2) Trademark = RELIANCE TECHNOLOGIES

Goods/Services = Fishing reels; Fishing rods; Fishing tackle in IC 028

Registration No. 3,865,483

Register = Principal

Registered October 19, 2010

Application No. 77/778,617;

(3) Trademark = ENDURATECH TECHNOLOGIES

Goods/Services = Fishing tackle pliers in IC 008

Registration No. 3,865,484

Register = Principal

Registered October 19, 2010

Application No. 77/778,775;

(4) Trademark = TACKLE BAGS DIRECT

Goods/Services = Fishing tackle bags in IC 028

Registration No. 3,865,485

Register = Principal

Registered October 19, 2010

Application No. 77/778,803; and

(5) Trademark = SPORTSMAN FACTORY OUTLET

Goods/Services = Retail shops and on-line retail store services featuring fishing, hunting and camping equipment, and boating equipment for sport-fishing boats and pleasure boats in IC 035

Registration No. 3,776,527
Registered April 13, 2010
Register = Supplemental
Application No. 77/794,971.

WHEREAS, the business of ASSIGNOR is being reorganized for the benefit of the successor limited liability company and its members, including the consolidation of intellectual property ownership;

WHEREAS, **DO OUTDOORS, INC.** a Missouri limited liability company, having a principal place of business at 2253 E. Bennett, Springfield, Missouri (MO) 65804 (hereinafter referred to as "ASSIGNEE"), has acquired the business lines of said ASSIGNOR and the goodwill thereof, and is desirous of formally documenting and recording this succession to and acquisition of the trade and/or service marks of said ASSIGNOR, the goodwill thereof, and the registrations thereon;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) in hand paid by said ASSIGNEE, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over to said ASSIGNEE the entire right, title and interest in and to said trade and/or service marks as well as the registrations thereof, together with the underlying business lines and good will therein of the business lines symbolized by the marks;

AND said ASSIGNOR hereby authorizes and requests the Director of the U.S. Patent & Trademark Office to reflect the sale, transfer, assignment, and setting over of the entire right, title and interest in and to said trade and/or service marks as well as the registrations thereof upon the records of the U.S. Patent & Trademark Office, in accordance with the terms of this Assignment.

IN WITNESS WHEREOF, said ASSIGNOR has caused this Assignment to be executed, intending to be legally bound, and intending that this instrument be recorded.

ASSIGNOR, D. Lynn Reeves

Date: 8-19-15

Sign: _____

