

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM357180

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wolverine Outdoors, Inc.		08/03/2015	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	ULU, LLC		
Street Address:	229 Main Street		
City:	Vergennes		
State/Country:	VERMONT		
Postal Code:	05491		
Entity Type:	LIMITED LIABILITY COMPANY: VERMONT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86164158	ULU	
CORRESPONDENCE DATA			
Fax Number:	8026580978		
<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:	8026587830		
Email:	smerritt@merritt-merritt.com		
Correspondent Name:	Sharon J. Merritt		
Address Line 1:	PO Box 5839		
Address Line 4:	Burlington, VERMONT 05402		
NAME OF SUBMITTER:	Sharon J. Merritt		
SIGNATURE:	/Sharon J. Merritt/		
DATE SIGNED:	10/02/2015		
Total Attachments: 2			
source=Assignment of United States Trademark Application - EXECUTED#page1.tif			
source=Assignment of United States Trademark Application - EXECUTED#page2.tif			

OP \$40.00 86164158

Schedule 2

ASSIGNMENT OF UNITED STATES TRADEMARK APPLICATION

WHEREAS, Wolverine Outdoors, Inc., a Michigan corporation ("Assignor"), doing business in Rockford, Michigan, is the Owner of Record of the following trademark application which is pending before the United States Patent & Trademark Office under the application number as shown:

<u>Trademark</u>	<u>Application Number</u>	<u>Filing Date</u>
ULU	86164158	January 13, 2014

WHEREAS, ULU LLC, a Vermont business entity ("Assignee"), located in Vergennes, Vermont, is desirous of acquiring said trademark application;

NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto said Assignee, its successors and assigns the entire right, title and interest of Assignor in and to said trademark and its registration together with that part of the goodwill of the business of Assignor connected with the use of, and symbolized by, said trademark, including the subject matter of any and all claims which may be obtained in such trademarks and all rights to sue and to recover thereon, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made, such assignment to be effective as of August 10, 2015.

Assignee hereby accepts this Assignment.

Executed this Third day of August, 2015.

Wolverine Outdoors, Inc.,

By: *Brendan M. Gibbons*
Brendan M. Gibbons
hereunto duly authorized

Accepted by:
Ulu LLC

By: _____
_____ hereunto duly authorized

STATE OF MICHIGAN)
)
COUNTY OF KENT)

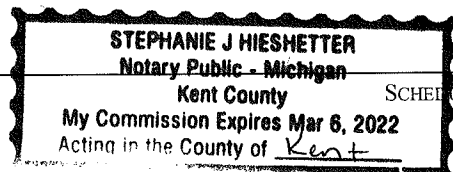
SS:

On this 3 day of August, 2015, before me personally appeared Brendan M. Gibbons, Vice President of Wolverine Outdoors, Inc., known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same for the purposes and considerations therein expressed, and in the capacity therein stated, and as the act and deed of said corporation.

GIVEN under my hand and notarial seal this 3rd day of August, 2015.

Stephanie J. Hieshetter
Notary Public
My Commission Expires: 3-6-22

ASSET PURCHASE AGREEMENT



SCHEDULE 2

TRADEMARK
REEL: 005636 FRAME: 0191

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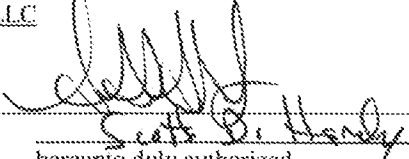
NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto said Assignee, its successors and assigns the entire right, title and interest of Assignor in and to said trademark and its registration together with that part of the goodwill of the business of Assignor connected with the use of, and symbolized by, said trademark, including the subject matter of any and all claims which may be obtained in such trademarks and all rights to sue and to recover thereon, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made, such assignment to be effective as of _____, 2015.

Assignee hereby accepts this Assignment.

Executed this _____ day of _____, 2015.

Wolverine Outdoors, Inc.,

By: _____
 hereunto duly authorized

Accepted by:
ULU LLC

 By: _____
 hereunto duly authorized

STATE OF MICHIGAN)
) SS:
 COUNTY OF KENT)

On this _ day of _____, 2015, before me personally appeared _____, Vice President of Wolverine Outdoors, Inc., known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same for the purposes and considerations therein expressed, and in the capacity therein stated, and as the act and deed of said corporation.

GIVEN under my hand and notarial seal this _____ day of _____, 2015.

 Notary Public
 My Commission Expires: _____