

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM385356

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sierra Designs Acquisition Company, LLC		05/20/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Exxel Outdoors, LLC		
Street Address:	300 American Boulevard		
City:	Haleyville		
State/Country:	ALABAMA		
Postal Code:	35565		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4220633	CCT	
Registration Number:	4188106	DRIDOWN	
Registration Number:	4412032	EXOFUSION	
CORRESPONDENCE DATA			
Fax Number:	2392610057		
<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:	239-262-1001		
Email:	usptomail@whitelawfirm.com		
Correspondent Name:	Jennifer L. Whitelaw		
Address Line 1:	3838 Tamiami Trail North, Suite 310		
Address Line 4:	Naples, FLORIDA 34103		
NAME OF SUBMITTER:	Jennifer L. Whitelaw		
SIGNATURE:	/JENNIFER L. WHITE LAW/		
DATE SIGNED:	05/24/2016		
Total Attachments: 1			
source=Executed TM Assignment - Sierra Designs Acquisition Company LLC s#page1.tif			

OP \$90.00 4220633

TRADEMARK ASSIGNMENT

THIS AGREEMENT ("Assignment") is made on the date set forth below by and between Sierra Designs Acquisition Company, LLC, a Delaware Limited Liability Company ("Assignor") and Exxel Outdoors, LLC, 300 American Boulevard, Haleyville, Alabama 35565, a Limited Liability Company organized under the laws of the State of Delaware ("Assignee").

CCT (Standard character mark) – U.S. Registration No. 4220633
DRIDOWN (Standard character mark) – U.S. Registration No. 4188106
EXOFUSION (Standard character mark) – U.S. Registration No. 4412032

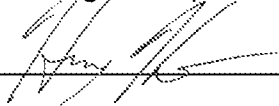
For good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby irrevocably sells, grants, conveys, assigns and sets over to Assignee, and all of Assignee's successors and assigns, all of Assignor's right, title and interest, including without limitation, the goodwill of the business associated with each and all of the above Marks.

Assignor represents and warrants that it is the exclusive owner of the Marks, and has full right and authority to make this assignment, and that this assignment is free of any encumbrances, liens, judgments, security interests, disputes, licenses, claims or actions, and liabilities with respect to the Marks.

Assignor agrees to perform any further acts and execute and deliver any further documents that may be reasonably necessary to carry out the intents and purposes of this Assignment.

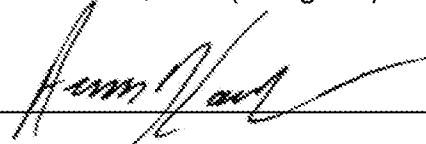
Effective date: May 20, 2016

Sierra Designs Acquisition Company, LLC (Assignor)

By: 

Print Name and Title: Harry Kazazian, Manager

Exxel Outdoors, LLC (Assignee)

By: 

Print Name and Title: Armen Kouleyan, Manager