

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM413647

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Johnson Outdoors Marine Electronics, Inc.		01/19/2017	Corporation: ALABAMA
RECEIVING PARTY DATA			
Name:	Johnson Outdoors Inc.		
Street Address:	555 Main Street		
City:	Racine		
State/Country:	WISCONSIN		
Postal Code:	53403		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87083703	FISHSMART	
CORRESPONDENCE DATA			
Fax Number:	8156545770		
<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:	8156335300		
Email:	rockmail@reinhardtllaw.com		
Correspondent Name:	Reinhart Boerner Van Deuren P.C.		
Address Line 1:	2215 Perrygreen Way		
Address Line 4:	Rockford, ILLINOIS 61107		
NAME OF SUBMITTER:	Gordon M. Wright		
SIGNATURE:	/Gordon M. Wright/		
DATE SIGNED:	01/25/2017		
Total Attachments: 2			
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source=510945 Assignment#page2.tif			

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Reinhart Boerner Van Deuren P.C.
Attorneys at Law
2215 Perrygreen Way
Rockford, Illinois 61107

ASSIGNMENT OF PENDING TRADEMARK

WHEREAS Johnson Outdoors Marine Electronics, Inc. (Assignor), an Alabama corporation, having its principal offices at 678 Humminbird Lane, Eufaula, Alabama 36027, has adopted, used, is using and is the owner of the following pending trademark:

<u>Country</u>	<u>Mark</u>	<u>Application No.</u>	<u>Application Date</u>
US	FISHSMART	87083703	June 24, 2016

WHEREAS, Johnson Outdoors Inc. (Assignee), a Wisconsin corporation, having its principal place of business at 555 Main Street, Racine, Wisconsin 53403, is desirous of acquiring said trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark and the application and registration thereof, and including all common-law and other rights in said trademark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademark and the application and registration thereof prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor and Assignee, respectively, do hereby execute this Assignment to take effect on the

19th day of January, 2017.

ASSIGNOR:

Johnson Outdoors Marine Electronics, Inc.

By: Donald P. Sesterhenn

Name: Donald P. Sesterhenn

Title: Secretary

ASSIGNEE:

Johnson Outdoors Inc.

By: Donald P. Sesterhenn

Name: Donald P. Sesterhenn

Title: Assistant Treasurer