

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM423385

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jas. D. Easton, Inc.		04/11/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hoyt Archery, Inc.		
<b>Street Address:</b>	593 North Wright Bros. Drive		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84116		
<b>Entity Type:</b>	Corporation: UTAH		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4670471	HOYT	
<b>Registration Number:</b>	3303488	FUZE	
<b>Registration Number:</b>	3414871		
<b>Registration Number:</b>	2775288	CAM&1/2	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8017995700		
<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>			
<b>Phone:</b>	801-799-5830		
<b>Email:</b>	slcipdocket@hollandhart.com		
<b>Correspondent Name:</b>	L. Grant Foster, Holland & Hart LLP		
<b>Address Line 1:</b>	P.O. Box 11583		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84147-0583		
<b>NAME OF SUBMITTER:</b>	L. Grant Foster		
<b>SIGNATURE:</b>	/L. Grant Foster/		
<b>DATE SIGNED:</b>	04/12/2017		
<b>Total Attachments: 2</b>			
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**ASSIGNMENT OF TRADEMARK RIGHTS**

This is an Assignment of Trademark Rights. Jas. D. Easton, Inc., a corporation existing under the laws of the State of Delaware, having a principal place of business at 5215 Wiley Post Way, Suite 130, Salt Lake City, UT 84116 (referred to hereinafter as "Jas. D. Easton"), is the owner of all right, title, and interest in the trademarks listed on the attached Schedule A.

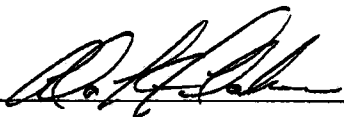
Hoyt Archery, Inc, a corporation organized and existing under the laws of the State of Utah, and having a place of business at 593 North Wright Bros. Drive, Salt Lake City, UT 84116 (referred to hereinafter as "Hoyt"), is desirous of acquiring all right, title, and interest in the United States trademarks listed on the attached Schedule A, as well as all corresponding foreign trademark rights, if any, held by Jas. D Easton.

In consideration of payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is acknowledged by the parties, Jas. D. Easton hereby sells, assigns, and transfers to Hoyt the entire right, title, and interest in the trademark registrations listed on the attached Schedule A, as well as all common law rights associated with the marks and corresponding foreign trademark rights, if any, held by Jas. D. Easton and any other rights stemming from such U.S. and foreign trademark rights. Jas. D. Easton also transfers to Hoyt any and all of the goodwill of its business connected with the use of and symbolized by the respective trademarks. Jas. D. Easton further assigns to Hoyt all rights, if any, to pursue past infringement of such trademark rights along with the right to recover damages for past infringement.

Jas. D. Easton hereby authorizes and requests any concerned agency, office, or entity to record Hoyt as the assignee of Jas. D. Easton's entire right, title, and interest in such trademark rights.

Signed at SALT LAKE CITY, UT on this 11<sup>th</sup> day of APRIL, 2017.

JAS. D. EASTON, INC.

By: 

Its: V.P. GENERAL COUNSEL

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TRADEMARK  
REEL: 006032 FRAME: 0302

**Schedule A**  
**Transferred Intellectual Property (Trademark Rights)**

**U. S. Trademark Registrations**

U.S. Trademark Registration No. 4,670,471  
HOYT

U.S. Trademark Registration No. 3,303,488  
FUUSE

U.S. Trademark Registration No. 3,414,871  
FUUSE Design



U.S. Trademark Registration No. 2,775,288  
CAM&1/2