

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM465790

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Maurice Sporting Goods, Inc.		12/29/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Maurice Sporting Goods LLC		
Street Address:	400 Skokie Boulevard		
Internal Address:	Suite 405		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60062		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 46			
Property Type	Number	Word Mark	
Registration Number:	1285361	BLACK BEAUTY	
Registration Number:	3586998	BLAZE	
Registration Number:	2956463	CALYPSO	
Registration Number:	2352062	CEDAR KEY	
Registration Number:	3700058	CELSIUS	
Registration Number:	5223671	CHARTER MARINE ACCESSORIES	
Registration Number:	3887569	COMPETITOR	
Registration Number:	3926538	CORDCRAFT	
Registration Number:	1934021	CRYSTAL RIVER	
Registration Number:	2038152	CRYSTAL RIVER	
Registration Number:	1669010	ECLIPSE	
Registration Number:	2257696	EXPLORER	
Registration Number:	2261686	FAMILY FISHING FUN	
Registration Number:	1524709	FATAL ATTRACTION	
Registration Number:	4142941	FIELDTEQ	
Registration Number:	4828417	HAZE	
Registration Number:	1808532	HURRICANE	
Registration Number:	2094449	INVISA-LEADER	

OP \$1165.00 1285361

Property Type	Number	Word Mark
Registration Number:	2261142	KODIAC
Registration Number:	1705160	MICROLITE
Registration Number:	4447968	MUDVILLE CATMASTER
Registration Number:	4074470	N GAGE
Registration Number:	0848149	OUTDOORSMAN
Registration Number:	5125877	PROPEL PADDLE GEAR BY SHORELINE MARINE
Registration Number:	5205312	PROPEL PADDLE GEAR BY SHORELINE MARINE
Registration Number:	4342304	R2F
Registration Number:	2202287	RATTLESNAKE
Registration Number:	2324514	READY2FISH
Registration Number:	2416810	ROYAL COACHMAN
Registration Number:	4426730	SALTY BUCK
Registration Number:	4150605	SHORELINE MARINE
Registration Number:	4151691	SHORELINE MARINE
Registration Number:	3064875	SILVERLAKE
Registration Number:	1934913	SOUTH BEND
Registration Number:	3190665	SOUTH BEND
Registration Number:	0520150	SOUTH BEND
Registration Number:	3090603	TOTAL TACKLE
Registration Number:	2206337	TROPHY TAMER
Registration Number:	2692908	WALLEYES ONLY
Registration Number:	5329300	WORM GEAR
Registration Number:	4659778	YUKON GEAR
Registration Number:	4092308	ZON
Registration Number:	4305887	ZOO KIDS
Serial Number:	87411801	BLACK BEARD
Serial Number:	87072389	EGGAERATOR
Serial Number:	87411779	MUTINY

CORRESPONDENCE DATA

Fax Number: 3122220818

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.

Phone: 312.222.0800

Email: chiipdocket@michaelbest.com, smprosek@michaelbest.com

Correspondent Name: Luke W. DeMarte

Address Line 1: 444 W. Lake Street, Suite 3200

Address Line 2: Michael Best & Friedrich LLP

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	212204-9000-001
NAME OF SUBMITTER:	Luke W. DeMarte
SIGNATURE:	/luke w. demarte/
DATE SIGNED:	03/15/2018

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT, dated as of December 29, 2017, is made by Maurice Sporting Goods, Inc. (“**Seller**”), a Delaware corporation formerly known as Maurice Sporting Goods, Inc., located at 1910 Techny Road, Northbrook, Illinois 60065, U.S.A., in favor of Maurice Sporting Goods LLC (“**Buyer**”), a Delaware limited liability company, located at 400 Skokie Boulevard, Suite 405, Northbrook, Illinois 60062, U.S.A., the purchaser of certain assets of Seller pursuant to the Asset Purchase Agreement made as of December 7, 2017 between Buyer, on the one hand, and Seller, Danielson Outdoors Company, Inc., Triple Crown Holdings, Inc., South Bend Sporting Goods, Inc., and Matzuo America, Inc., on the other hand (the “**Asset Purchase Agreement**”).

WHEREAS, under the terms of the Asset Purchase Agreement, Seller has conveyed, transferred, and assigned to Buyer, among other assets, certain intellectual property of Seller, and has agreed to execute and deliver this Trademark Assignment to Buyer;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably conveys, transfers, and assigns to Buyer, and Buyer hereby accepts, all of Seller's right, title, and interest throughout the world in and to the following: (a) the trademark registrations and trademark applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the “**Assigned Trademarks**”), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks; provided that, with respect to the pending United States intent-to-use trademark applications set forth on Schedule 1 for which statements of use or amendments to allege use have not been filed as of the date hereof, the transfer of such applications accompanies, pursuant to the Asset Purchase Agreement, that portion of Seller's business to which such trademarks pertain, and that business is ongoing and existing; (b) all rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world; (c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and (d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by Buyer.

3. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned Trademarks. The representations, warranties, covenants, agreements, and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein.

[signature page to follow]

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed by authorized representatives of Buyer and Seller as of the date set forth above.

Maurice Sporting Goods of Delaware, Inc.
(f/k/a Maurice Sporting Goods, Inc.)
(Seller)

By: [Signature]
Name: Jory Kottler
Title: Pres CEO

State of _____
County of _____

This instrument was acknowledged before me on December _____, 2017 by _____
as an officer of Maurice Sporting Goods, Inc.

Signature of Notary Public (Seal)

Maurice Sporting Goods LLC
(Buyer)

By: _____
Name: _____
Title: _____

State of _____
County of _____

This instrument was acknowledged before me on December _____, 2017 by _____
as an officer of Maurice Sporting Goods LLC.

Signature of Notary Public (Seal)

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed by authorized representatives of Buyer and Seller as of the date set forth above.

Maurice Sporting Goods of Delaware, Inc.
(f/k/a Maurice Sporting Goods, Inc.)
(Seller)

By: _____

Name: _____

Title: _____

State of _____

County of _____

This instrument was acknowledged before me on December _____, 2017 by _____
as an officer of Maurice Sporting Goods, Inc.

Signature of Notary Public

(Seal)

Maurice Sporting Goods LLC
(Buyer)

By: _____

Name: Paul Hagan

Title: Authorized Signatory

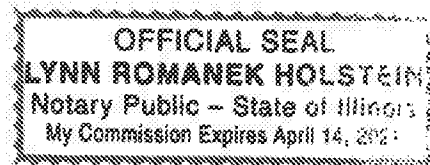
State of Illinois

County of Cook

This instrument was acknowledged before me on December 29, 2017 by Paul Hagan
as an officer of Maurice Sporting Goods LLC.

Signature of Notary Public

(Seal)



Schedule 1

Mark	Country	App./Reg. Number
BLACK BEAUTY	US	1,285,361
BLAZE	US	3,586,998
CALYPSO	US	2,956,463
CEDAR KEY and Design	US	2,352,062
CELSIUS	US	3,700,058
CHARTER MARINE ACCESSORIES	US	5,223,671
COMPETITOR	US	3,887,569
CORDCRAFT	US	3,926,538
CRYSTAL RIVER	US	1,934,021
CRYSTAL RIVER	US	2,038,152
ECLIPSE	US	1,669,010
EXPLORER	US	2,257,696
FAMILY FISHING FUN	US	2,261,686
FATAL ATTRACTION	US	1,524,709
FIELDTEQ	US	4,142,941
HAZE	US	4,828,417
HURRICANE	US	1,808,532
INVISA-LEADER	US	2,094,449
KODIAC	US	2,261,142
MICROLITE	US	1,705,160
MUDVILLE CATMASTER	US	4,447,968
N GAGE	US	4,074,470
OUTDOORSMAN	US	848,149
PROPEL PADDLE GEAR BY SHORELINE MARINE	US	5,125,877
PROPEL PADDLE GEAR BY SHORELINE MARINE	US	5,205,312
R2F	US	4,342,304
RATTLESNAKE	US	2,202,287
READY2FISH	US	2,324,514
ROYAL COACHMAN	US	2,416,810
SALTY BUCK	US	4,426,730
SHORELINE MARINE	US	4,150,605
SHORELINE MARINE	US	4,151,691
SILVERLAKE	US	3,064,875
SOUTH BEND	US	1,934,913
SOUTH BEND	US	3,190,665
SOUTH BEND (Stylized)	US	520,150
TOTAL TACKLE	US	3,090,603
TROPHY TAMER	US	2,206,337

WALLEYES ONLY	US	2,692,908
WORM GEAR	US	5,329,300
YUKON GEAR	US	4,659,778
ZON & Design	US	4,092,308
ZOO KIDS	US	4,305,887
BLACK BEARD	US	87/411801
EGGAERATOR	US	87/072389
MUTINY	US	87/411779
BLACK BEAUTY	Canada	TMA453145
BLAZE	Canada	TMA760,684
CASTAWAY	Canada	TMA447172
CELSIUS	Canada	TMA754,610
CHARTER MARINE ACCESSORIES	Canada	TMA877,863
CHARTER MARINE ACCESSORIES	Canada	TMA877,743
CONDOR	Canada	TMA452770
CORDCRAFT	Canada	TMA812,495
CRYSTAL RIVER	Canada	TMA467448
FINALIST	Canada	TMA452769
INVISIA-LEADER	Canada	TMA478364
LUCKY LION	Canada	TMA478402
MICROLITE	Canada	TMA453147
MUDVILLE CATMASTER	Canada	TMA887,757
OREN-O-MATIC	Canada	TMA447171
OUTDOORSMAN	Canada	TMA453146
POLARIS	Canada	TMA453148
R2F	Canada	TMA877,401
READY2FISH	Canada	TMA754,608
SHORELINE MARINE	Canada	TMA825,760
SHORELINE MARINE	Canada	TMA865,574
SOUTH BEND	Canada	TMA166636
SUB ZERO	Canada	TMA615311
SUNNY DAY BEAR	Canada	TMA453144
TOTAL TACKLE	Canada	TMA754,800
WALLEYES ONLY	Canada	TMA492644
ZON	Canada	TMA812,241
ZOO KIDS	Canada	TMA842,092
BLACK BEARD	Canada	1833404
EGGAERATOR	Canada	1787364
HAZE	Canada	1688359
MUTINY	Canada	1833401
PROPEL PADDLE GEAR SHORELINE MARINE	Canada	1706113

SB SOUTH BEND and Design	Mexico	400389
SOUTH BEND	Mexico	1204483
MATZUO	European Union	11866209
SOUTH BEND	European Union	855635
SOUTH BEND	New Zealand	281861