

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM474716

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AMERICAN SPORTSMAN HOLDINGS CO.		09/22/2017	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	JLM IP, LLC		
Street Address:	2500 E. Kearney St.		
City:	Springfield		
State/Country:	MISSOURI		
Postal Code:	65898		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3869526	JOHNNY MORRIS	
Registration Number:	3563611	JOHNNY MORRIS	
Registration Number:	4878157	JOHNNY MORRIS' TOP OF THE ROCK OZARKS HE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	415-983-1802		
Email:	sftrademarks@pillsburylaw.com		
Correspondent Name:	Richard L. Kirkpatrick		
Address Line 1:	Calendar/Docketing Department		
Address Line 2:	P.O. Box 2824		
Address Line 4:	San Francisco, CALIFORNIA 94126-2824		
ATTORNEY DOCKET NUMBER:	21644-384155		
NAME OF SUBMITTER:	Richard L. Kirkpatrick		
SIGNATURE:	/richard kirkpatrick/		
DATE SIGNED:	05/18/2018		
Total Attachments: 3			
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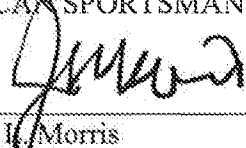
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source=ASHCo to JLM IP (BPIP Big Cedar ToR held marks)#page3.tif

Trademark Assignment

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, AMERICAN SPORTSMAN HOLDINGS CO., a Missouri corporation ("Assignor"), hereby conveys, transfers and assigns to JLM IP, LLC, a Delaware limited liability company ("Assignee"), effective as of the date signed below, all right, title and interest in and to the trademarks, trade names, service marks and/or trade dress identified on Schedule A (collectively, the "Trademarks"), including all trademark applications and registrations, and all common law rights therein, all domain names and the goodwill symbolized by and associated with the use of same, together with all rights and causes of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue and recover for past infringement and receive all damages, payments and costs and fees associated therewith.

Assignor agrees to execute such further documents and do such other acts, at the cost or expense of the Assignee, as may be reasonably necessary to vest full right, title and interest in and to the Trademarks in the Assignee or which may be necessary to issue, maintain or enforce the Trademarks.


AMERICAN SPORTSMAN HOLDINGS CO.


By: 
John L. Morris
President

Date: September 22, 2017

Schedule A

TRADEMARKS

Mark	Registration/ Application No.	Status	Country	Goods and Services	Owner
	3869526	Registered	US	Fishing rods; fishing reels, in Class 28. Retail store, catalog ordering and online retail store services in the field of hunting, fishing and camping gear, boats and marine products, in Class 35.	AMERICAN SPORTSMAN HOLDINGS CO.
	TMA803922	Registered	Canada	Fishing rods; fishing reels , in Class 28. Retail store, catalog ordering and online retail store services in the field of hunting, fishing and camping gear, boats and marine products, in Class 35.	AMERICAN SPORTSMAN HOLDINGS CO.
JOHNNY MORRIS	3563611	Registered	US	Fishing rods and fishing reels.	AMERICAN SPORTSMAN HOLDINGS CO.
JOHNNY MORRIS	1491303	Registered	Australia	Hunting, fishing, and outdoor gear and accessories, in Class 28. Retail store, catalog ordering, and online retail store services , in Class 35.	AMERICAN SPORTSMAN HOLDINGS CO.

Mark	Registration/ Application No.	Status	Country	Goods and Services	Owner
	4878157	Registered	US	<p>Drink ware, namely, shot glasses and other beverage glassware, in Class 21.</p> <p>Clothing, namely, shirts, caps, and jackets, in Class 25.</p> <p>Entertainment services in the form of a nature park; educational services, namely, providing courses, classes, workshops, and tours in the field of natural preservation, in Class 41.</p> <p>Restaurant services, in Class 43.</p>	AMERICAN SPORTSMAN HOLDINGS CO.