

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM476498

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EBSCO Industries, Inc.		08/16/2016	Corporation:
RECEIVING PARTY DATA			
Name:	Canadian Tire Corporation, Limited		
Street Address:	2180 Yonge Street		
City:	Toronto		
State/Country:	CANADA		
Postal Code:	M4S 2B9		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2075026	EXCALIBUR	
Registration Number:	3214014	XCALIBUR	
Registration Number:	4216953	HI-TEK TACKLE	
CORRESPONDENCE DATA			
Fax Number:	4162163930		
<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:	514-847-4243		
Email:	dockettor@nortonrosefulbright.com		
Correspondent Name:	Norton Rose Fulbright Canada LLP		
Address Line 1:	1, Place Ville Marie		
Address Line 2:	Suite 2500		
Address Line 4:	Montreal, CANADA H3B 1R1		
NAME OF SUBMITTER:	Christopher N. Hunter		
SIGNATURE:	/Christopher N. Hunter/		
DATE SIGNED:	06/04/2018		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK (this "Assignment"), effective as of August 16, 2016 (the "Effective Date"), is by EBSCO Industries, Inc., a Delaware corporation ("Assignor"), in favor of Canadian Tire Corporation, Limited, a corporation organized under the laws of Canada ("Assignee").

WHEREAS, Assignor has adopted and used the U.S. Trademarks and the Canadian Trademarks, both listed on Schedule A (the "Trademarks"); and

WHEREAS, under the terms of the Letter Agreement, dated as of the Effective Date, by and between Assignor and Assignee (the "Agreement"), Assignor has conveyed, transferred and assigned to Assignee, the Trademarks, and has agreed to execute and deliver this Assignment, for recording with the United States Patent and Trademark Office;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereby agree as follows:

Assignor does hereby sell, assign and transfer unto Assignee, for its own use and enjoyment and for the use and enjoyment of its successors and assigns, Assignor's entire U.S. and Canadian rights, title and interest in and to the Trademarks and any renewals thereof, together with the goodwill of the business symbolized thereby or otherwise associated with the business conducted in connection with the Trademarks, and all income, royalties, damages and payments which may hereafter become due or payable in respect thereof, and in and to all causes of actions (either at law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement, dilution or other unauthorized use or impairment of the rights assigned to Assignee under this Assignment of Trademarks.

The parties hereto acknowledge and agree that this Assignment is entered into pursuant to the Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Trademarks.

Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office, the Registrar of Trademarks in the Canadian Intellectual Property Office, and the officials of corresponding entities or agencies in any applicable jurisdictions, to record and register this Trademark Assignment upon request by Assignee.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer on the Effective Date.

EBSCO Industries, Inc

By:

Name:

Its:



Robert Schoenwald

Vice President

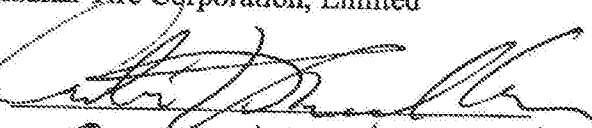
Accepted and Agreed:

Canadian Tire Corporation, Limited

By:

Name:

Date:



Caroline Khachatourian

SCHEDULE A

TRADEMARK REGISTRATIONS

TRADEMARK	JURISDICTION	REGISTRATION NUMBER	REGISTRATION DATE	S/N
HI-TEK TACKLE	Canada	TMA698,401	10/12/2007	1,273,122
XCALIBUR (CANADA)	Canada	TMA724,283	9/23/2008	1,273,126
XCALIBUR & DESIGN (CANADA)	Canada	TMA724,282	9/23/2008	1,273,127
EXCALIBUR (USA)	US	2075026	7/1/1997	75,007,169
XCALIBUR	US	3214014	2/28/2007	78,595,995
HI-TEK TACKLE	US	4216953	10/2/2012	85,522,148