

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM489982

<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>
Ariens Specialty Brands LLC		08/28/2018	Limited Liability Company: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Forestry Suppliers, Inc.		
<b>Street Address:</b>	205 West Rankin Street		
<b>City:</b>	Jackson		
<b>State/Country:</b>	MISSISSIPPI		
<b>Postal Code:</b>	39201-6199		
<b>Entity Type:</b>	Corporation: MISSISSIPPI		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2678240	BEN MEADOWS	
<b>Registration Number:</b>	4303638	BEN MEADOWS	
<b>Registration Number:</b>	2678241	BEN MEADOWS COMPANY	
<b>Registration Number:</b>	2736686	BENMEADOWS.COM	
<b>Registration Number:</b>	4630920	DEPENDABLE BY NATURE	
<b>Registration Number:</b>	3828079	FIELDPRO	
<b>Registration Number:</b>	4762769	PRODUCT PROS	
<b>Registration Number:</b>	2681278	WHEN THE OUTDOORS IS YOUR OFFICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	601-965-1867		
<b>Email:</b>	briansmith@watkinseager.com		
<b>Correspondent Name:</b>	Brian Smith		
<b>Address Line 1:</b>	400 East Capitol Street		
<b>Address Line 4:</b>	Jackson, MISSISSIPPI 39110		
<b>NAME OF SUBMITTER:</b>	Brian C. Smith		
<b>SIGNATURE:</b>	/Brian C. Smith/		

OP \$215.00 2678240

<b>DATE SIGNED:</b>	09/14/2018
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**Total Attachments: 11**

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## TRADEMARK, DOMAIN NAME AND COPYRIGHT ASSIGNMENT

**THIS TRADEMARK, DOMAIN NAME AND COPYRIGHT ASSIGNMENT** (the "Assignment") is made and shall be effective as of the 28<sup>th</sup> day of August, 2018 (the "Effective Date"), by and between **FORESTRY SUPPLIERS, INC.**, a Mississippi corporation ("Assignee"), and **ARIENS SPECIALTY BRANDS LLC**, a Wisconsin limited liability company ("Assignor").

**WHEREAS**, Assignee has agreed to purchase, and Assignor has agreed to sell and assign, (i) all trademarks owned by Assignor that are used exclusively in its Ben Meadows online and direct business, including but not limited to the trademark registrations and trademark registration applications identified in Exhibit A attached hereto, including the goodwill associated with the same (collectively the "Assigned Trademarks"), (ii) all domain names owned by Assignor that are used in its Ben Meadows online and direct business, including but not limited to the domain name registrations identified in Exhibit B attached hereto (collectively the "Assigned Domain Names"), and (iii) all copyrights owned by Assignor that are used exclusively in its Ben Meadows online and direct business, including but not limited to the copyright registrations and copyright registration applications identified in Exhibit C attached hereto (collectively the "Assigned Copyrights") in connection with that certain Asset Purchase Agreement, dated as of June 15, 2018 (the "Purchase Agreement") by and between Assignee and Assignor.

**NOW, THEREFORE**, for the good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, effective as of the Effective Date, Assignor hereby sells, assigns, conveys, delivers and transfers unto Assignee all of Assignor's right, title, and interest in, to and under the Assigned Trademarks, Assigned Domain Names and Assigned Copyrights. Assignor further agrees to execute any such other additional documents as Assignee may reasonably request in order to effectuate such assignment.

This Agreement is executed and delivered pursuant to, and is subject in all respects to the terms and conditions of, the Purchase Agreement. This Agreement is made without representation or warranty, and provides no indemnification, commitment or agreement, by Assignor with respect to the Assigned Trademarks, Assigned Domain Names and Assigned Copyrights, except as provided in and by the Purchase Agreement. Nothing contained in this Agreement shall be construed to supersede, limit, expand, enlarge or qualify any provision of the Purchase Agreement. In the event of any conflict or inconsistency between the terms, provisions and conditions of this Agreement and the Purchase Agreement, the terms, provisions and conditions of the Purchase Agreement shall govern. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same Agreement.

[Signatures follow.]

**IN WITNESS WHEREOF**, each of the parties hereto has executed this Trademark, Domain Name and Copyright Assignment as of the date first above written.

**ASSIGNOR:**

**ARIENS SPECIALTY BRANDS LLC**

By: Mark R. Olsen

Name: Mark Olsen

Title: Chief Financial Officer & Treasurer

**ASSIGNEE:**

**FORESTRY SUPPLIERS, INC.**

By: John Gwaltney

Name: John Gwaltney

Title: Chief Executive Officer

EXHIBIT A

Assigned Trademarks

Mark	Country	Application Number	Registration Number	Registration Date
BEN MEADOWS	United States of America	78/109931	2678240	1/21/2003
BEN MEADOWS	United States of America	85/430434	4303638	3/19/2013
BEN MEADOWS COMPANY	United States of America	78/109933	2678241	1/21/2003
BENMEADOWS.COM	United States of America	78/115828	2736686	7/15/2003
DEPENDABLE BY NATURE	United States of America	86/054004	4630920	11/4/2014
FIELDPRO	United States of America	77/903592	3828079	8/3/2010
PRODUCT PROS	United States of America	86/078517	4762769	6/30/2015
WHEN THE OUTDOORS IS YOUR OFFICE	United States of America	78/109961	2681278	1/28/2003
BEN MEADOWS	Wisconsin			01/14/2015

**EXHIBIT B****Assigned Domain Names**

<b>Domain</b>	<b>Administrator</b>	<b>Account Holder</b>
outdooroffice.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowscompany.info	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowsusa.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadows.net	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowscatalogue.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowscatalogues.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
wwwbenmeadows.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowsdeals.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
ben-meadows.biz	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
ben-meadows.info	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
ben-meadows.net	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowsbargains.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowsonline.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowsstore.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadow.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
bemeadows.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
ben-meadows.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowsclothing.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowsfootwear.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadows.info	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadows.biz	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowscompany.biz	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC

Domain	Administrator	Account Holder
	Janesville);#3258	LLC
benmeadows.com.au	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowscompany.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
wildlandfiredepot.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
wildlandfirefightingequipment.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
wildlandfirestore.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
wildland-fire-store.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadows.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
ben-meadow.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadows.mobi	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowscouponcode.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowsgear.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
benmeadowssale.com	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands LLC
ben-meadows.co.uk	Ernie Racenet (ASB Janesville);#3258	Ariens Specialty Brands, LLC

EXHIBIT C

Assigned Copyrights

Title	Status	Country	Reg. No.
BEN MEADOWS 1ST EDITION 2013 (JB3)	Registered	US	TX7-657-566
BEN MEADOWS 2007 SECOND EDITION	Registered	US	TX6-596-721
BEN MEADOWS 2008 MARKING SUPPLIES (8JD)	Registered	US	TX7-008-233
BEN MEADOWS 2008 THIRD EDITION (8JF2)	Registered	US	TX7-006-765
BEN MEADOWS 2008 THIRD EDITION (8JF3)	Registered	US	TX7-006-742
BEN MEADOWS 2010 FALL SALE CATALOG (JR0)	Registered	US	TX7-285-551
BEN MEADOWS 2010 SPRING FLYER	Registered	US	TX7-158-959
BEN MEADOWS 2011 FALL SALE FLYER (JR1)	Registered	US	TX7-458-698
BEN MEADOWS 2011 SPRING SALE (JD1)	Registered	US	TX7-349-211
BEN MEADOWS 2011 SUMMER FLYER (JK1)	Registered	US	TX7-413-906
BEN MEADOWS 2012 OCTOBER SALE CATALOG (JR2)	Registered	US	TX7-626-762
BEN MEADOWS 2012 PACKAGE STUFFER (JK2)	Registered	US	TX7-578-816
BEN MEADOWS 2013 2ND EDITION (JH3)	Registered	US	TX7-747-378
BEN MEADOWS 2013 SPRING SALE CATALOG (JD3)	Registered	US	TX7-695-346
BEN MEADOWS 2013 THIRD EDITION (JF3)	Published	US	
BEN MEADOWS 2013 WILDLAND FIRE GEAR	Registered	US	TX7-665-641
BEN MEADOWS COMPANY 2001 FALL BEST OF BEN COLLECTION	Registered	US	TX5-802-364
BEN MEADOWS COMPANY 2003 GROUNDSKEEPING EDITION	Registered	US	TX5-718-248
BEN MEADOWS COMPANY 2003 BEST OF BEN EDITION	Registered	US	TX5-759-864
BEN MEADOWS COMPANY 2003 BEST OF BEN EDITION	Registered	US	TX5-833-375
BEN MEADOWS COMPANY 2003 SURVEYING & ENGINEERING EDITION	Registered	US	TX5-728-502
BEN MEADOWS COMPANY 2ND EDITION 2006	Registered	US	TX6-418-277

Title	Status	Country	Reg. No.
BEN MEADOWS COMPANY CD-ROM BUYER'S GUIDE 2003 EDITION	Registered	US	TX5-746-456
BEN MEADOWS COMPANY FALL 2001 BEST OF BEN EDITION	Registered	US	TX5-709-512
BEN MEADOWS COMPANY FALL 2001 ENVIRONMENTAL EDITION	Registered	US	TX5-709-509
BEN MEADOWS COMPANY FALL 2002 BEST OF BEN EDITION	Registered	US	TX5-728-504
BEN MEADOWS COMPANY FIRST EDITION 2003 GENERAL CATALOG	Registered	US	TX5-728-507
BEN MEADOWS COMPANY FIRST EDITION 2006	Registered	US	TX6-355-631
BEN MEADOWS COMPANY GIFTS	Registered	US	TX6-273-114
BEN MEADOWS COMPANY OUTDOOR ELECTRONICS SPRING 2005	Registered	US	TX6-186-909
BEN MEADOWS COMPANY OUTDOOR ELECTRONICS SPRING 2006	Registered	US	TX6-399-472
BEN MEADOWS COMPANY SECOND EDITION 2003	Registered	US	TX5-828-610
BEN MEADOWS COMPANY SECOND EDITION 2004	Registered	US	TX6-004-130
BEN MEADOWS COMPANY SECOND EDITION 2005	Registered	US	TX6-209-176
BEN MEADOWS COMPANY SPRING 2002 EDUCATION EDITION	Registered	US	TX5-709-510
BEN MEADOWS COMPANY SPRING 2002 FORESTRY/WILDLIFE EDITION	Registered	US	TX5-728-506
BEN MEADOWS COMPANY SPRING 2002 GOLF/TURF EDITION	Registered	US	TX5-800-931
BEN MEADOWS COMPANY SUMMER/FALL 2001	Registered	US	TX5-745-193
BEN MEADOWS COMPANY SUMMER/FALL 2002 BEST OF BEN EDITION	Registered	US	TX5-728-505
BEN MEADOWS COMPANY SUMMER/FALL 2002 GENERAL CATALOG	Registered	US	TX5-718-066
BEN MEADOWS COMPANY THIRD EDITION 2004	Registered	US	TX6-064-909
BEN MEADOWS COMPANY WATER GUIDE SPRING 2006 FIELD FAVORITES	Registered	US	TX6-410-294
BEN MEADOWS COMPANY WATER GUIDE SPRING EDITION 2005	Registered	US	TX6-275-177

Title	Status	Country	Reg. No.
BEN MEADOWS COMPANY WATER GUIDE SPRING EDITION 2006	Registered	US	TX6-362-893
BEN MEADOWS COMPANY WATER GUIDE SUMMER EDITION 2006	Registered	US	TX6-409-409
BEN MEADOWS COMPANY WATER GUIDE SUMMER/FALL 2006 FIELD FAVORITES	Registered	US	TX6-434-227
BEN MEADOWS COMPANY WILDLAND FIRE GEAR JANUARY 2006	Registered	US	TX6-377-145
BEN MEADOWS COMPANY WINTER EDITION 2005	Registered	US	TX6-103-809
BEN MEADOWS COMPANY WINTER/SPRING 2002 GENERAL CATALOG	Registered	US	TX5-709-514
BEN MEADOWS COMPANY WORK CLOTHES & BOOTS 2004	Registered	US	TX6-000-477
BEN MEADOWS EDITION 2010 (JB0)	Registered	US	TX7-140-836
BEN MEADOWS EDUCATION EDITION 2008 (8JF4)	Registered	US	TX7-006-698
BEN MEADOWS FALL 2008 MARKING SUPPLIES (8JE)	Registered	US	TX6-898-840
BEN MEADOWS FIRST EDITION 2004	Registered	US	TX5-913-457
BEN MEADOWS FIRST EDITION 2007	Registered	US	TX6-552-245
BEN MEADOWS FIRST EDITION 2008	Registered	US	TX6-957-433
BEN MEADOWS FIRST EDITION 2008 (EDUCATION EDITION 8JB)	Registered	US	TX7-188-493
BEN MEADOWS FIRST EDITION 2008 SCENIC APPLICATIONS 8JB	Registered	US	TX7-188-510
BEN MEADOWS FIRST EDITION 2009 (9JB)	Registered	US	TX6-964-091
BEN MEADOWS FIRST EDITION 2011 (JB1)	Registered	US	TX7-304-734
BEN MEADOWS FIRST EDITION 2012 (JB2)	Registered	US	TX7-495-191
BEN MEADOWS GENERAL CATALOG 17TH EDITION	Registered	US	TX1-493-761
BEN MEADOWS GIFTS	Registered	US	TX6-991-218
BEN MEADOWS OUTDOOR ELECTRONICS FALL 2008 (8JM)	Registered	US	TX6-897-173
BEN MEADOWS OUTDOOR ELECTRONICS SPRING 2007	Registered	US	TX6-602-049

Title	Status	Country	Reg. No.
BEN MEADOWS SECOND EDITION 2008 (8JH)	Registered	US	TX7-000-258
BEN MEADOWS SECOND EDITION 2010	Registered	US	TX7-193-239
BEN MEADOWS SECOND EDITION 2011 (JH1)	Registered	US	TX7-380-552
BEN MEADOWS SECOND EDITION 2012 (JH2)	Registered	US	TX7-536-790
BEN MEADOWS SPRING EDITION 2007	Registered	US	TX6-542-734
BEN MEADOWS SPRING SAVINGS 2012 (JD2)	Registered	US	TX7-516-028
BEN MEADOWS THIRD EDITION 2007	Registered	US	TX6-842-234
BEN MEADOWS THIRD EDITION 2008 (8JF1)	Registered	US	TX7-006-722
BEN MEADOWS THIRD EDITION 2010 (JF0)	Registered	US	TX7-228-840
BEN MEADOWS THIRD EDITION 2011 (JF1)	Registered	US	TX7-417-948
BEN MEADOWS THIRD EDITION 2012 (JF2)	Registered	US	TX7-583-738
BEN MEADOWS WATER EDITION 2008 (8JF5)	Registered	US	TX7-006-796
BEN MEADOWS WATER GUIDE 2009 (9JQ)	Registered	US	TX6-963-597
BEN MEADOWS WATER GUIDE FIELD FAVORITES SPRING/SUMMER 2007	Registered	US	TX6-602-036
BEN MEADOWS WATER GUIDE FIELD FAVORITES SUMMER/FALL 2007	Registered	US	TX6-814-527
BEN MEADOWS WATER GUIDE SPRING EDITION 2007	Registered	US	TX6-552-240
BEN MEADOWS WATER GUIDE SPRING EDITION 2008	Registered	US	TX7-224-276
BEN MEADOWS WATER MANAGEMENT GUIDE 2011 (JQ1)	Registered	US	TX7-345-289
BEN MEADOWS WILDLAND FIRE GEAR 2007 EDITION	Registered	US	TX6-602-048
BEN MEADOWS WILDLAND FIRE GEAR 2009 EDITION (9KL)	Registered	US	TX6-939-647
BEN MEADOWS WILDLAND FIRE GEAR SPRING 2012 (JY2)	Registered	US	TX7-536-755
BEN MEADOWS WILDLAND FIRE GEAR SPRING 2012 (KL2)	Registered	US	TX7-493-573

Title	Status	Country	Reg. No.
BEN MEADOWS WILDLAND FIRE GEAR SPRING 2013 (JY2)	Registered	US	TX7-713-656
BEN MEADOWS WILDLAND FIRE GEAR SUMMER 2010	Registered	US	TX7-194-862
BEN MEADOWS WILDLAND FIRE GEAR SUMMER 2011 (JY1)	Registered	US	TX7-387-488
BEN MEADOWS WILDLAND FIRE GEAR WINTER 2011 (KL1)	Registered	US	TX7-316-316
BEN MEADOWS COMPANY SPRING 2002 BEST OF BEN EDITION	Registered	US	TX5-709-508
BEN MEADOWS WILDLAND FIRE GEAR SPRING 2010 (KL0)	Registered	US	TX7-140-839
BENMEADOWS.COM	Registered	US	TX6-106-532
BENMEADOWS.COM	Registered	US	TX6-815-429
BENMEADOWS.COM	Registered	US	TX6-978-764
BEST OF BEN MEADOWS (JC2)	Registered	US	TX7-469-755
BEST OF BEN MEADOWS 2008	Registered	US	TX6-850-544
BEST OF BEN MEADOWS 2010 (JC01)	Registered	US	TX7-140-866
BEST OF BEN MEADOWS 2011	Registered	US	TX7-345-293
BEST OF BEN MEADOWS COMPANY FALL EDITION 2004	Registered	US	TX6-077-974
BEST OF BEN MEADOWS COMPANY FALL EDITION 2006	Registered	US	TX6-447-658
BEST OF BEN MEADOWS COMPANY SPRING 2004	Registered	US	TX5-962-551
BEST OF BEN MEADOWS COMPANY SPRING EDITION 2006	Registered	US	TX6-362-619
BEST OF BEN MEADOWS COMPANY SUMMER 2004	Registered	US	TX6-009-674
BEST OF BEN MEADOWS COMPANY SUMMER EDITION 2006	Registered	US	TX6-399-447
BEST OF BEN MEADOWS FALL EDITION 2007	Registered	US	TX6-886-787
BEST OF BEN MEADOWS FIELD FAVORITES 2009 (9JC)	Registered	US	TX6-939-674
BEST OF BEN MEADOWS FIELD FAVORITES 2010 (JC02)	Registered	US	TX7-140-840
BEST OF BEN MEADOWS SPRING EDITION 2007	Registered	US	TX6-548-839
BEST OF BEN MEADOWS SUMMER EDITION 2007	Registered	US	TX6-963-488

Title	Status	Country	Reg. No.
FALL EDITION 2005 BEST OF BEN MEADOWS COMPANY	Registered	US	TX6-269-266
SPRING EDITION 2005 BEST OF BEN MEADOWS COMPANY	Registered	US	TX6-140-641
SUMMER 2005 BEN MEADOWS COMPANY WATER GUIDE	Registered	US	TX6-212-757
SUMMER EDITION 2005 BEST OF BEN MEADOWS COMPANY	Registered	US	TX6-217-140
SUMMER/FALL 2005 BEN MEADOWS COMPANY WORK CLOTHES & BOOTS	Registered	US	TX6-269-265