

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM573002

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eastman Outdoors, LLC		04/21/2020	Limited Liability Company: MICHIGAN
RECEIVING PARTY DATA			
Name:	FeraDyne Outdoors, LLC		
Street Address:	101 Main Street		
City:	Superior		
State/Country:	WISCONSIN		
Postal Code:	54880		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87900740	AXE	
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:	6122599700		
Email:	gtipmail@gtlaw.com		
Correspondent Name:	Draeke H. Weseman		
Address Line 1:	90 South Seventh Street, Suite 3500		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	185545.079100		
NAME OF SUBMITTER:	Draeke H. Weseman		
SIGNATURE:	/DHW/		
DATE SIGNED:	04/22/2020		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Trademark Assignment"), effective as of the date written below, is made by Eastman Outdoors, LLC ("Assignor"), a limited liability company organized and existing under the laws of the State of Michigan, in favor of FeraDyne Outdoors, LLC ("Assignee"), a limited liability company organized and existing under the laws of the State of Delaware, located at 101 Main Street, Superior, Wisconsin 54880. Assignor and Assignee are the "Parties" to this Trademark Assignment.

WHEREAS, Assignor owns all right, title, and interest in and to U.S. Trademark Application Serial No. 87-900,740, the AXE mark set forth therein, and any common law rights arising from any use of the mark AXE by Assignor in connection with any goods or services (collectively, the "Assigned Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks; and

WHEREAS, Assignee desires to acquire all of Assignor's right, title, and interest in to the Assigned Trademarks and is the successor to the business of the Assignor, including the portion thereof to which the Assigned Trademarks pertain, and that business is ongoing and existing.

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

1. Trademark Assignment. Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to (a) the Assigned Trademarks, including all common law rights thereto, and all issuances, extensions, and renewals thereof, together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks; and, provided further for the avoidance of doubt, Assignee is the successor to the business of Assignor to which the Assigned Trademarks pertain, and that business is ongoing and existing; (b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world; and (c) 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. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and any other official in any applicable jurisdiction to record and register this Trademark Assignment. Following the date hereof, Assignor shall take such steps and actions as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademark to Assignee.

3. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the Parties hereto and their respective successors and assigns.

Dated: April 21, 2020

ASSIGNOR:

Eastman Outdoors, LLC

By: _____

Name: Jon Syverson
Title: Chief Commercial Officer

ASSIGNEE:

FeraDyne Outdoors, LLC

By: _____

Name: Jon Syverson
Title: Chief Commercial Officer