

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM640191

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900604484

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Leupold & Stevens, Inc.		03/03/2021	Corporation: OREGON

RECEIVING PARTY DATA

Name:	Academy, Ltd.
Doing Business As:	DBA Academy Sports + Outdoors
Street Address:	1800 North Mason Road
City:	Katy
State/Country:	TEXAS
Postal Code:	77449
Entity Type:	Limited Partnership: TEXAS

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	0921093	REDFIELD
Registration Number:	1309729	REDFIELD
Registration Number:	1316753	ILLUMINATOR
Registration Number:	3785844	4-PLEX
Registration Number:	3871336	RAMPAGE
Registration Number:	3871337	REBEL
Registration Number:	3871338	RENEGADE
Registration Number:	3923884	REDFIELD
Registration Number:	3923889	ILLUMINATOR LENS SYSTEM
Registration Number:	3836354	RAPID TARGET ACQUISITION
Registration Number:	3927581	ACCU-RANGE
Registration Number:	4162492	REVENGE
Registration Number:	4162502	ACCU-RANGER
Registration Number:	4437368	BATTLEZONE
Registration Number:	4437370	TAC-MOA
Registration Number:	4478983	REVOLUTION/TAC
Registration Number:	4632302	NO EXCUSES

TRADEMARK

CORRESPONDENCE DATA**Fax Number:**

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.

Email: legal-intellectualproperty@academy.com**Correspondent Name:** Oren Gelber**Address Line 1:** 1800 North Mason Road**Address Line 2:** Legal Dept.**Address Line 4:** Katy, TEXAS 77449

ATTORNEY DOCKET NUMBER:	ASSIGNMENT OF REDFIELD TM
--------------------------------	---------------------------

NAME OF SUBMITTER:	Oren Gelber
---------------------------	-------------

SIGNATURE:	/Oren Gelber/
-------------------	---------------

DATE SIGNED:	04/19/2021
---------------------	------------

Total Attachments: 4

source=Leupold & Stevens, Inc. - Assignment for Filing - X - 03.03.2021#page1.tif

source=Leupold & Stevens, Inc. - Assignment for Filing - X - 03.03.2021#page2.tif

source=Leupold & Stevens, Inc. - Assignment for Filing - X - 03.03.2021#page3.tif

source=Leupold & Stevens, Inc. - Assignment for Filing - X - 03.03.2021#page4.tif

REDFIELD BRAND PURCHASE & ASSIGNMENT AGREEMENT

This REDFIELD BRAND SALE AGREEMENT (the "Agreement") effective as of March 3, 2021 (the "Effective Date"), is by and between Leupold & Stevens, Inc. ("LSI"), an Oregon corporation located at 14400 NW Greenbrier Parkway, Beaverton, Oregon 97006 and Academy, Ltd. d/b/a Academy Sports + Outdoors ("Academy"), a Texas limited partnership located at 1600 North Mason Road, Katy, Texas 77449, (each a "Party" and collectively, the "Parties").

- 1.A. "Assigned Trademarks" shall mean the trademarks, service marks, brands, logos, trade dress, trade names, and other indicia of source or origin identified in Schedule B.

11.13 Further Acts. Each Party shall perform any further acts, sign and deliver any further documents, and offer further cooperation as may be reasonably necessary to carry out the provisions of this Agreement.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized officers on the Effective Date.

LSI:

Leupold & Stevens, Inc.



Signature

David Dugan

Printed Name

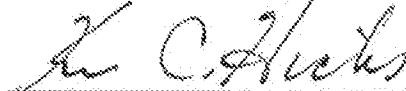
CFO

Title

ACADEMY:

Academy, Ltd. d/b/a
Academy Sports + Outdoors

By: Academy Managing Co., L.L.C.
its General Partner,



Signature

Ken C. Hicks

Printed Name

President, CEO

Title

SCHEDULE B

TRADEMARK ASSIGNMENT

WHEREAS, Leupold & Stevens, Inc., an Oregon corporation located at 14400 NW Greenbrier Parkway, Beaverton, Oregon 97006 (herein "LSI"), is the owner of the trademark registrations listed below (the "Assigned Trademarks"):

Trademark	Jurisdiction	Serial No.	Registration No.
REDFIELD	US	72/352,374	921,093
REDFIELD	US	73/386,197	1,309,729
ILLUMINATOR	US	73/464,217	1,316,753
4-PLEX	US	77/665,084	3,785,844
RAMPAGE	US	77/805,197	3,871,336
REBEL	US	77/805,370	3,871,337
RENEGADE	US	77/805,375	3,871,338
REDFIELD	US	77/830,075	3,923,884
ILLUMINATOR LENS SYSTEM	US	77/833,475	3,923,889
RAPID TARGET ACQUISITION	US	77/834,399	3,836,354
ACCU-RANGE	US	77/922,918	3,927,581
REVENGE	US	85/445,446	4,162,492
ACCU-RANGER	US	85/469,703	4,162,502
BATTLEZONE	US	85/694,107	4,437,368
TAC-MOA	US	85/694,129	4,437,370
REVOLUTION/TAC	US	85/820,583	4,478,983
NO EXCUSES	US	86/243,401	4,632,302
REDFIELD	International Register	1017520	1017520
	Designations in China, European Union and South Korea		
	China	1017520	1017520
	European Union	1017520	1017520
	South Korea	4020110052790	1017520
REDFIELD	Canada	0,361,404	TMA201,001

WHEREAS, Academy, Ltd. d/b/a Academy Sports + Outdoors, a limited partnership under the laws of Texas, with an address at 1800 North Mason Road, Katy, Texas 77449 ("Academy"), is desirous of acquiring the entire, right, title, and interest in and to the Assigned Trademarks and in and to any registrations, renewals, and extensions that may be granted thereon, together with the goodwill of the business connected with Assigned Trademarks;

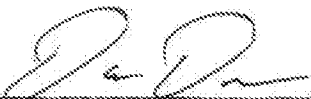
THEREFORE, BE IT KNOWN for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, LSI hereby conveys, transfers, and assigns to Academy all rights, title, and interest in and to the Assigned Trademarks, including, but not limited to all common law rights, any registrations, renewals, and extensions that may be granted thereon, together with the goodwill of the business connected with and symbolized by the Assigned Trademarks. LSI further assigns to Academy all rights to sue for and receive all damages occurring from past infringing uses of the Assigned Trademarks.

Nothing in this assignment, express or implied, is intended to or will be construed to confer upon, or give to, any person or entity, other than the parties to this assignment, any rights, remedies, obligations, or liabilities.

This assignment may be executed in any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same.

LSI:

Leupold & Stevens, Inc.



Signature

David Ougan

Printed Name

CFO

Title:

ACADEMY:

Academy, Ltd. d/b/a
Academy Sports + Outdoors

By: Academy Managing Co., L.L.C.
its General Partner



Signature

Ken C. Hicks

Printed Name

President, CEO

Title: