

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM829980

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GSM Holdings, Inc.		08/04/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Good Sportsman Marketing, L.L.C.		
Street Address:	5250 FRYE ROAD		
City:	Irving		
State/Country:	TEXAS		
Postal Code:	75061		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	2666386	WHITETAIL MADNESS	
Registration Number:	2749554	100% WILD	
Registration Number:	2749555	100% WILD 100% FAIR CHASE	
Registration Number:	2674728	DREAM SEASON	
Registration Number:	3657198	BOW MADNESS	
Registration Number:	5054606	NATURAL BORN	
Registration Number:	6420565	DEERCAST	
Registration Number:	6342442	DEERCAST TRACK	
Registration Number:	6458610	BOW MADNESS	
Registration Number:	5967626	LONGBEARD MADNESS	
Registration Number:	6109330	THIRTEEN	
Registration Number:	6367889	DODTV	
Registration Number:	6557094	TURKEY TOUR	
Serial Number:	90478364	ARCHRIVALS	
Registration Number:	7095838	DOD	
Registration Number:	7095851	DOD	
Serial Number:	90743096	DRURY OUTDOORS	
CORRESPONDENCE DATA			

OP \$440.00 2666386

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.

Phone: 18328866845
Email: info@dmiplaw.com
Correspondent Name: D'Ambrosio & Menon, PLLC
Address Line 1: 3 Sugar Creek Center Blvd.
Address Line 2: Suite 100
Address Line 4: Sugar land, TEXAS 77478

ATTORNEY DOCKET NUMBER:	GSM001
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NAME OF SUBMITTER:	Justin Taylor
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SIGNATURE:	/Justin Taylor/
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DATE SIGNED:	08/07/2023
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Total Attachments: 6

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TRADEMARK ASSIGNMENT

FOR the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged,

ASSIGNOR: GSM HOLDINGS, INC.
5250 Frye Road
Irving, TX 75061

does hereby SELL, ASSIGN AND TRANSFER to

ASSIGNEE: Good Sportsman Marketing, L.L.C.
5250 Frye Road
Irving, Texas 75061

and the successors and legal representatives of the ASSIGNEE, an undivided One Hundred per cent (100%) right, title and interest, for the United States, its territorial possessions and for any and all foreign countries, in and to all trademarks and Trademark Registrations (“Registrations”) identified on Exhibit A attached hereto, including all rights to claim priority to and to any and all variations thereof, together with the goodwill of the business symbolized by the trademarks, and to all additional Certificates of Registration to be obtained for the trademarks in the United States or any foreign country, including all Renewals of the Registrations (“Renewals”);

ASSIGNOR does hereby AUTHORIZE AND REQUEST the Patent and Trademark Office to issue any and all such additional Registrations and Renewals to the ASSIGNEE;

ASSIGNOR does hereby WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the ASSIGNOR, and that the full right to convey the same as herein expressed is possessed by the ASSIGNOR;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to the Registrations as may be known and accessible to ASSIGNOR and will testify as to the same in any infringement dispute, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, documents, instruments or affidavits required to apply for, obtain, maintain, issue, renew and enforce the trademarks, Registrations, Renewals, and equivalents thereof which may be necessary or desirable to carry out the purposes thereof;

ASSIGNOR further covenants that, when requested and at the expense of the ASSIGNEE, to carry out in good faith the intent and purpose of this assignment, the ASSIGNOR will execute and deliver to the ASSIGNEE all rightful oaths, declarations, assignments, powers of attorney and other papers, communicate to the ASSIGNEE all facts known to the ASSIGNOR relating to the Registrations and the history thereof, and generally do everything possible which the ASSIGNEE

shall consider desirable for vesting title to such Registrations and Renewals in the ASSIGNEE, and for securing, maintaining and enforcing proper trademark protection; and


SAID ASSIGNMENT TO BE BINDING on the heirs, assigns, representatives and successors of the ASSIGNOR and extending to the successors, assigns and nominees of the ASSIGNEE.

[ASSIGNOR SIGNATURE PAGE FOLLOWS]

Executed on Behalf of GSM HOLDINGS, INC.

Print Name: Mr. Doug Mann

Title: Vice President Brands

Signature: 
Doug Mann (Aug 4, 2023 09:42 PDF)

Date: Aug 4, 2023

EXHIBIT A

Trademark	Serial No.	Registration No.	Filing Date	Registration Date	Country
WHITETAIL MADNESS	76/377,790	2,666,386	03/04/2002	12/24/2002	USA
100% WILD	76/377,791	2,749,554	03/04/2002	08/12/2003	USA
100% WILD 100% FAIR CHASE	76/377,792	2,749,555	04/03/2002	08/12/2003	USA
DREAM SEASON	76/377,793	2,674,728	03/04/2002	01/14/2003	USA
BOW MADNESS	77/626,820	3,657,198	12/04/2008	07/21/2009	USA
NATURAL BORN	86/923,998	5,054,606	02/29/2016	10/04/2016	USA

DEERCAST	88/496,655	6,420,565	07/01/2019	07/13/2021	USA
DEERCAST TRACK	88/576,440	6,342,442	08/13/2019	05/04/2021	USA
BOW MADNESS	88/584,373	6,458,610	08/19/2019	08/24/2021	USA
LONGBEARD MADNESS	88/584,410	5,967,626	08/19/2019	01/21/2020	USA
THIRTEEN	88/617,514	6,109,330	09/16/2019	07/21/2020	USA
DODTV	88/909,456	6,367,889	05/11/2020	06/01/2021	USA
TURKEY TOUR	88/909,467	6,557,094	05/11/2020	11/09/2021	USA
ARCHRIVALS	90/478,364	TBD	01/20/2021	TBD	USA

	90/725,577	7,095,838	05/20/2021	07/04/2023	USA
DOD	90/743,092	7,095,851	05/28/2021	07/04/2023	USA
DRURY OUTDOORS	90/743,096	TBD	05/28/2021	TBD	USA