Form **PTO-1594** (Rev. 03/01)

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OMB No. 0651-0027 (exp. 5/31/2002)



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U.S. DEPARTMENT OF COMMERCE

U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: P	reason reason and discorded original decaments or copy increas.
1. Name of conveying party(ies): Alterra Holdings Corporation 228.02	Name and address of receiving party(ies)     Name: Gempler's, Inc.     Internal
☐ Individual(s) ☐ Association	Address:
☐ General Partnership ☐ Limited Partnership	Street Address: 100 Countryside Drive
Corporation-State DE	City: Belleville State: WI Zip: 53508
Other	Individual(s) citizenship
Additional name(s) of conveying party(ies) attached? The Yes No	Association
And the second s	General Partnership
3. Nature of conveyance:	Limited Partnership
X Assignment ☐ Merger	Corporation-State WI
☐ Security Agreement ☐ Change of Name	Other
Other Execution Date: December 29, 2000	representative designation is attached:
4. Application number(s) or registration number(s):	
A. Trademark Application No.(s)	B. Trademark Registration No.(s) 1,990,493
Additional number(s) att	
	ached 🔲 Yes 🔯 No
5. Name and address of party to whom correspondence concerning document should be mailed:  Rrian G. Gilpin: Godfrey & Kahn, S.C.	6. Total number of applications and registrations involved:
concerning document should be mailed:  Brian G. Gilpin; Godfrey & Kahn, S.C.  Name:	6. Total number of applications and
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concerning document should be mailed:  Name: Brian G. Gilpin; Godfrey & Kahn, S.C.  Internal Address:	6. Total number of applications and registrations involved:  7. Total fee (37 CFR 3.41)
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## TRADEMARK ASSIGNMENT

WHEREAS, ALTERRA HOLDINGS CORPORATION, a Delaware corporation having an office at 610 South 80<sup>th</sup> Avenue, Phoenix, Arizona 85043 ("Assignor") is the owner of the entire right, title and interest in and to the United States federal Registration, No. 1,990,493. for the mark "Duluth Trading Company" ("Trademark"); and

WHEREAS, Assignor and GEMPLER'S, INC., a Wisconsin corporation having an office at 100 Countryside Drive, Belleville, Wisconsin 53508 ("Assignee") entered into that Asset Purchase Agreement, dated December 24, 2000; and

WHEREAS, Assignor has agreed to assign to the Assignee all of Assignor's right, title and interest in and to the Trademark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the registration thereof.

IN TESTIMONY WHEREOF, Assignor causes this instrument to be signed as of this 29<sup>th</sup> day of December, 2000.

ALTERRA HOLDINGS CORPORATION

By: Heart 1/h

STATE OF WISCONSIN ) SS COUNTY OF DANE )

Personally appeared before me this \_\_\_\_ day of December, 2000, the above-named Gerald J. Erickson to me known to be the Vice President of Alterra Holdings Corporation and the person who executed the foregoing instrument and acknowledged the same.

Notary Public, State of WISCONSIN My commission: 09/02

001.923059.2

RECORDED: 02/28/2002

TRADEMARK REEL: 002462 FRAME: 0552