

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Birder's World, Inc.		10/13/1995	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	BWLC, Inc.		
Street Address:	720 EAST 8TH STREET		
City:	HOLLAND		
State/Country:	MICHIGAN		
Postal Code:	49423		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1560805	BIRDER'S WORLD	
CORRESPONDENCE DATA			
Fax Number:	(262)783-1211		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	262 783-1300		
Email:	rkmp@rkmplaw.com		
Correspondent Name:	Laura A. Dable		
Address Line 1:	Ryan Kromholz & Manion, S.C.		
Address Line 2:	P O Box 26618		
Address Line 4:	Milwaukee, WISCONSIN 53226-0618		
ATTORNEY DOCKET NUMBER:	4149.13545		
NAME OF SUBMITTER:	Laura A. Dable		
Signature:	/Laura A. Dable/		
Date:	01/26/2009		

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