

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Fishouflage, LLC		03/13/2009	LIMITED LIABILITY COMPANY: WISCONSIN

**RECEIVING PARTY DATA**

<b>Name:</b>	Outdoor Identities, LLC
<b>Street Address:</b>	N922 Tower View Drive, Suite 101
<b>City:</b>	Greenville
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	54944
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WISCONSIN

**PROPERTY NUMBERS Total: 18**

Property Type	Number	Word Mark
Serial Number:	77439961	FISHOUFLAGE
Serial Number:	77439989	BASSOUFLAGE
Serial Number:	77440004	WALLEYEFLAGE
Serial Number:	77440021	PANFISHFLAGE
Serial Number:	77440038	TROUTOUFLAGE
Serial Number:	77440051	TURKEYFLAGE
Serial Number:	77441875	SNOOKOUFLAGE
Serial Number:	77441835	SALMONFLAGE
Serial Number:	77441805	PIKEOUFLAGE
Serial Number:	77441760	MUSKYFLAGE
Serial Number:	77442281	PHEASANTFLAGE
Serial Number:	77442273	GAMEBIRDFLAGE
Serial Number:	77442211	REDFISHOUFLAGE
Serial Number:	77442260	TARPONFLAGE

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Serial Number:	77443538	CHUKARFLAGE
Serial Number:	77443529	GROUSOUFLAGE
Serial Number:	77443525	QUAILOUFLAGE
Serial Number:	77596783	FISHOUFLAGE

**CORRESPONDENCE DATA**

Fax Number: (920)831-0101

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (920) 831-0100

Email: tconnelly@wilhelmlaw.com

Correspondent Name: Thomas J. Connelly

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Address Line 4: Appleton, WISCONSIN 54911

ATTORNEY DOCKET NUMBER:	30202 +
NAME OF SUBMITTER:	Thomas J. Connelly
Signature:	/Thomas J. Connelly/
Date:	03/23/2009

**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of this 13 day of March, 2009, by and between Fishouflage, LLC, a Limited Liability Company organized under the laws of the State of Wisconsin, with its principal office at 4105 David Road, Madison, WI 53704 ("ASSIGNOR"), and Outdoor Identities, LLC, a Limited Liability Company organized under the laws of the State of Wisconsin with its principal office at N922 Tower View Drive, Suite 101, Greenville, WI 54942 ("ASSIGNEE").

Be it known that for good and valuable consideration in the amount of one dollar (\$1.00), the receipt of which is hereby acknowledged by the undersigned, Fishouflage, LLC, a Wisconsin Limited Liability Company ("ASSIGNOR"), hereby sells, assigns and transfers to Outdoor Identities, LLC, a Wisconsin Limited Liability Company ("ASSIGNEE"), and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title, and interest in and to the Trademarks listed below and all counterpart foreign trademark applications:

<u>Trademark</u>	<u>Federal Application No.</u>	<u>Application Date</u>
Fishouflage	US 77/439,961	04/04/2008
Bassouflage	US 77/439,989	04/04/2008
Walleyeflage	US 77/440,004	04/04/2008
Panfishflage	US 77/440,021	04/04/2008
Troutouflage	US 77/440,038	04/04/2008
Turkeyflage	US 77/440,051	04/04/2008
Snookouflage	US 77/441,875	04/07/2008
Salmonflage	US 77/441,835	04/07/2008
Pikeouflage	US 77/441,805	04/07/2008
Muskyflage	US 77/441,760	04/07/2008

<u>Trademark</u>	<u>Federal Application No.</u>	<u>Application Date</u>
Pheasantflage	US 77/442,281	04/07/2008
Gamebirdflage	US 77/442,273	04/07/2008
Redfishflage	US 77/442,211	04/07/2008
Tarponflage	US 77/442,260	04/07/2008
Chukarflage	US 77/443,538	04/09/2008
Grousoflage	US 77/443,529	04/09/2008
Quailouflage	US 77/443,525	04/09/2008
Fishouflage with logo	US 77/596,783	10/21/2008

ASSIGNOR hereby covenants that no other assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR further covenants that ASSIGNEE will, upon ASSIGNEE's request, be provided promptly with all pertinent facts and documents pertaining to the registration, renewal and maintenance of the Trademark and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said trademark and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

ASSIGNOR authorizes and requests the United States Patent and Trademark Office to record ASSIGNEE as the ASSIGNEE and owner of the Mark in the United States.

IN TESTIMONY WHEREOF, the ASSIGNOR and ASSIGNEE have caused this Assignment to be signed and executed by the undersigned officers, effective as of the earlier of the signature dates below.

