

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ICON IP, INC.		01/28/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ICON HEALTH & FITNESS, INC.		
Street Address:	1500 South 1000 West		
City:	Logan		
State/Country:	UTAH		
Postal Code:	84321		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1346441	PRO FORM	
Registration Number:	1525754	PRO FORM	
Registration Number:	1718385	PRO FORM	
Registration Number:	2944885	PRO FORM	
CORRESPONDENCE DATA			
Fax Number:	(801)328-1707		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(801) 533-9800		
Email:	mford@wnlaw.com		
Correspondent Name:	Mark W. Ford		
Address Line 1:	60 East South Temple		
Address Line 2:	1000 Eagle Gate Tower		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	13915.188		
NAME OF SUBMITTER:	Mark W. Ford		

TRADEMARK

900154080

REEL: 004144 FRAME: 0873

OP \$115.00 1346441

Signature:	/Mark W. Ford, 10659/
Date:	02/05/2010
<b>Total Attachments: 3</b> source=13915.188 - ICON IP, INC. - Trademark Assignment#page1.tif source=13915.188 - ICON IP, INC. - Trademark Assignment#page2.tif source=13915.188 - ICON IP, INC. - Trademark Assignment#page3.tif	

## ASSIGNMENT OF TRADEMARKS

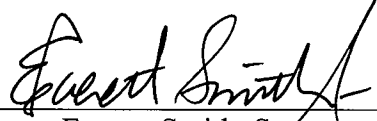
WHEREAS, ICON IP, INC., a Delaware corporation ("Assignor"), is the owner of record, as reflected by the records of the U.S. Patent and Trademark Office, of the issued U.S. trademark registrations listed in Schedule A hereto (the "Trademarks"); and

WHEREAS, ICON HEALTH & FITNESS, INC., a Delaware corporation with its principal place of business located at 1500 South 1000 West, Logan, Utah 84321 ("Assignee"), desires to acquire all right, title and interest in and to the Trademarks, the goodwill of the business symbolized thereby, the registrations thereof, and the right to sue for past, present and/or future infringement thereof.

NOW, THEREFORE, for and in consideration of the premises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey unto Assignee all right, title and interest in and to the Trademarks, the goodwill of the business symbolized thereby, the registrations thereof, and the right to sue for past, present and/or future infringement thereof.

SIGNED on this the 28<sup>th</sup> day of January, 2010.

ICON IP, INC.

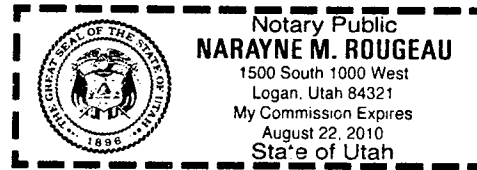
By:   
Everett Smith, Secretary

STATE OF UTAH           §  
                                     §  
COUNTY OF CACHE     §

BEFORE ME, the undersigned authority, a Notary Public, on this day personally appeared EVERETT SMITH, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of said ICON IP, INC., a Delaware corporation, and that he executed the same as the act of such corporation for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this the 28<sup>th</sup> day of January, 2010.

*Narayne M. Rougeau*  
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NOTARY PUBLIC, State of Utah



**Schedule A**

**ISSUED U.S. TRADEMARK REGISTRATIONS**

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
PRO FORM	1,346,441	July 2, 1985
PRO FORM	1,525,754	February 21, 1989
PRO FORM	1,718,385	September 22, 1992
PRO FORM	2,944,885	April 26, 2005