

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TENSON AB		09/20/2010	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Tenson B.V.		
Street Address:	Vredenburgweg 7, 9601 KL		
City:	Hoogezand		
State/Country:	NETHERLANDS		
Entity Type:	CORPORATION: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3061582	TENSON EVERY MOMENT COUNTS	
CORRESPONDENCE DATA			
Fax Number:	(248)566-8531		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-566-8530		
Email:	tmdocketing@honigman.com		
Correspondent Name:	Honigman Miller Schwartz and Cohn LLP		
Address Line 1:	38500 Woodward Avenue, Suite 1--		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	218537-131660		
DOMESTIC REPRESENTATIVE			
Name:	Julie E. Kretschmer		
Address Line 1:	38500 Woodward Aveune, Suite 100		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
NAME OF SUBMITTER:	Julie E. Kretschmer		

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Signature:	/Julie E. Kretzschmer/
Date:	09/24/2010
Total Attachments: 2 source=TENSON AB Assignment#page1.tif source=TENSON AB Assignment#page2.tif	

U.S. TRADEMARK ASSIGNMENT

Effective this _____ day of _____, 2010, Tenson AB, a corporation organized under the laws of Sweden, with an address at Ekonomivägen 2, SE-436 33 Askim, Sweden ("Assignor"), assigns to Tenson B.V., a corporation organized under the laws of The Netherlands with an address at Vredenburgweg 7, 9601 KL Hoogezand, The Netheralnds ("Assignee") all of its right, title, and interest in and to the trademark(s) in Schedule A (collectively, the "Trademark Rights"); and any and all rights and privileges provided under the trademark and other laws of the U.S. and the individual states thereof; any and all GOODWILL of the business in which the mark may have been used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof.

Assignor DOES HEREBY assign, grant, convey, sell and transfer to Assignee, its entire right, title, and interest in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this Assignment. This Assignment and all terms hereof shall be binding upon and inure to the benefit of the parties and their respective representatives, successors and assigns.

EXECUTED as of this 20 day of Sept., 2010

ASSIGNOR: TENSON AB

By: _____

Name: _____

Title: _____

Schedule A

Mark	Registration Number	Registration Date	Class – Goods/Services
TENSON EVERY MARK COUNTS	3,061,582	February 28, 2006	International Class: 025 Sports and leisure clothing, footwear and headgear, namely, hats, caps, shoes, shirt and pants

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