

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
EIDOLON GOLF, LLC		02/14/2011	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	EIDOLON BRANDS, LLC		
Composed Of:	COMPOSED OF Terry Koehler, President/Managing Member		
Street Address:	1508 N. Ben Jordan		
City:	Victoria		
State/Country:	TEXAS		
Postal Code:	77901		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85100735	GENIUS	
CORRESPONDENCE DATA			
Fax Number:	(405)232-9659		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4052320621		
Email:	Myoung@fellerssnider.com		
Correspondent Name:	Fellers, Snider, et al.		
Address Line 1:	100 North Broadway, Suite 1700		
Address Line 4:	Oklahoma City, OKLAHOMA 73102		
ATTORNEY DOCKET NUMBER:	OKC02170		
NAME OF SUBMITTER:	Michael S. Young		
Signature:	/Michael S. Young/		

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 REEL: 004483 FRAME: 0805

Date:

02/22/2011

Total Attachments: 1

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Trademark Assignment

WHEREAS, Eidolon Golf, LLC, a Texas Limited Liability Company, with its principal place of business at 1502 E. Red River, Victoria, TX 77901 ("Assignor"), is the applicant for the mark GENIUS ("the Mark") in connection with the following goods and/or services: golf bags, golf clubs, golf club grips, golf club heads, golf club inserts, golf club shafts, golf club swing aids, namely, golf club balancing scales and scale parts thereof, to analyze, fit and/or make golf clubs, golf clubs, golf irons, golf putters, golf training apparatus, namely devices used to help groove a repetitive putting stroke; and

WHEREAS, Assignor has applied for registration of the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-described goods and/or services, Application No. 85/100,735, filed on August 5, 2010; and

WHEREAS, Eidolon Brands, LLC, a Texas Limited Liability Company, with a principal place of business in Victoria, TX ("Assignee"), whose mailing address is 1508 N. Ben Jordan, Victoria, TX 77901, desires to acquire the Mark, and the registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration.

EIDOLON GOLF, LLC

By: Terry Koehler
Name: Terry Koehler
Title: President

Dated effective as of:
2011-2-14

STATE OF Texas
COUNTY OF Victoria

Sworn to and subscribed before me on the 14 day of February, 2011,
by Terry Koehler
(name of signer)

Judy Franke
Notary Public's signature

My Commission Expires:

