

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																											
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CORRESPONDENCE DATA																											
<p>Fax Number: 8156545770 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 815-633-5300 Email: rockmail@reinhartlaw.com Correspondent Name: Andrew J. Heinisch Address Line 1: 2215 Perrygreen Way Address Line 4: Rockford, ILLINOIS 61107</p>																											
ATTORNEY DOCKET NUMBER:	506607																										
NAME OF SUBMITTER:	Andrew J. Heinisch																										
Signature:	/Andrew J. Heinisch/																										

Date:

02/18/2013

Total Attachments: 2

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Reinhart Boerner Van Deuren P.C.
Attorneys at Law
2215 Perrygreen Way
Rockford, Illinois 61107

ASSIGNMENT OF REGISTERED TRADEMARKS

WHEREAS, Johnson Outdoors Marine Electronics Europe S.r.l. (Assignor), an Italian corporation, having its principal offices at Via Aurelia Nord 92, Viareggio Lucca, Italy 55049, has adopted, used, is using and is the owner of the following registered trademarks:

<u>Country</u>	<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date:</u>
United States	GEONAV	3,958,092	May 10, 2011
Madrid Protocol (which includes registrations in Japan, Monaco, and Norway)	GEONAV	744135	September 13, 2000
Australia	GEONAV	779772	July 16, 1999
Italy	GEONAV	(unknown)	August 3, 2005
Russian Federation	GEONAV	379389	May 19, 2009
New Zealand	GEONAV	785084	August 28, 2008
European Community	GEONAV	008198781	October 14, 2009
Spain	GEONAV	1,904,909	June 5, 1996

WHEREAS, Johnson Outdoors Marine Electronics, Inc. (Assignee), an Alabama corporation, having its principal place of business at 678 Humminbird Lane, Eufaula, Alabama 36027, is desirous of acquiring said trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title

and interest in and to said trademarks, together with the goodwill of the business symbolized by said trademarks and registrations thereof, and including all common-law and other rights in said trademarks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademarks and the registrations thereof prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor and Assignee, respectively, do hereby execute this Assignment to take effect on the

13th day of FEBRUARY, 2013.

Johnson Outdoors Marine Electronics Europe S.r.l.

By: Donald P. Sesterhenn

Name: Donald P. Sesterhenn

Title: Secretary / Director

Johnson Outdoors Marine Electronics, Inc.

By: Kelly T. Grindley

Name: Kelly T. Grindley

Title: President