

## 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
Glacier Outdoor, Inc.		12/31/2013	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Duluth Holdings Inc.		
Street Address:	170 Countryside Drive		
Internal Address:	PO Box 409		
City:	Belleville		
State/Country:	WISCONSIN		
Postal Code:	53508		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3270182	ALASKAN HARDGEAR	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	414-273-3500		
Email:	bgilpin@gklaw.com		
Correspondent Name:	Brian G. Gilpin		
Address Line 1:	780 North Water Street		
Address Line 2:	Godfrey & Kahn, S.C.		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	056935-0056		
NAME OF SUBMITTER:	Brian G. Gilpin		
Signature:	/bgg/		
Date:	01/03/2014		
Total Attachments: 1 source=DTC Assignment#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Glacier Outdoor, Inc., a Nevada corporation ("Assignor") is the owner of the entire right, title and interest in and to U.S. Trademark Registration Number 3,270,182 and Canadian Trademark Registration Number TMA798272; for the mark ALASKAN HARDGEAR (hereinafter the "Marks") and the goodwill of the business symbolized thereby; and

WHEREAS, Duluth Holdings Inc., a Wisconsin corporation having a principal place of business at 170 Countryside Drive, Belleville, Wisconsin 53508 ("Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Marks worldwide, and the goodwill of the business symbolized thereby;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment by Assignee to Assignor of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the full and exclusive right, title and interest in and to said Marks, including all common law and statutory rights, and any and all federal, state and/or other registrations in and to the Marks, together with all of the goodwill and the business symbolized by and associated with the Marks, and all causes of action, claims, and demands or other rights for, or arising from, any infringement, including past infringements, of the Marks.

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

Dated: December 31, 2013

GLACIER OUTDOOR, INC.

By: *Kim Kimberly*  
Name: Kim Kimberly  
Title: VP of Finance

Dated: December 31, 2013

DULUTH HOLDINGS INC.

By: *Mark DeGisi*  
Name: Mark DeGisi  
Title: Senior VP / CFO

**TRADEMARK**