

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
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| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Bentz Companies, L.L.C. | | 05/12/2004 | COMPANY: TENNESSEE |

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| RECEIVING PARTY DATA | |
| Name: | Ashland City Land and Brand Partners |
| Street Address: | 15 Bluegrass Drive |
| City: | Ashland City |
| State/Country: | TENNESSEE |
| Postal Code: | 37015 |
| Entity Type: | PARTNERSHIP: TENNESSEE |

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| PROPERTY NUMBERS Total: 2 | | |
| Property Type | Number | Word Mark |
| Registration Number: | 2215034 | TRITON BOATS BY EARL BENTZ |
| Registration Number: | 2421854 | TRITON BOATS BY EARL BENTZ |

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| CORRESPONDENCE DATA | |
| Fax Number: | (865)523-4478 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 865.546.4305 |
| Email: | jbirdwell@Ing-patent.com |
| Correspondent Name: | Julie A. Birdwell |
| Address Line 1: | P.O. Box 1871 |
| Address Line 4: | Knoxville, TENNESSEE 37901 |

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| ATTORNEY DOCKET NUMBER: | 55317.00 |
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| NAME OF SUBMITTER: | Julie A. Birdwell |
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| Total Attachments: 1 source=55317.bentz.to.ashland.2004.05.14#page1.tif |
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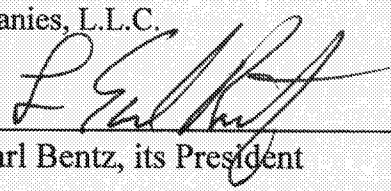
Bentz Companies, L.L.C., a Tennessee Limited Liability Company, does hereby sell, assign and transfer to **Ashland City Land and Brand Partners**, a Tennessee General Partnership, its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to:

1. TRITON BOATS BY EARL BENTZ (and Design) and U.S. Registration No. 2,215,034, and
2. TRITON BOATS BY EARL BENTZ (and Design) and U.S. Registration No. 2,421,854 (the "Trademarks")

including all rights of action, including all rights in the Trademarks arising by common law, arising by the filing of an application for registration of the Trademarks in this or another country, or arising by operation of any statute or treaty of the United States (or any state thereof) or any other country, along with the goodwill and business reputation associated with said Trademarks.

Bentz Companies, L.L.C.

By


L. Earl Bentz, its President

Date:

5-12-04