

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| | Name | Formerly | Execution Date |
| | American Recreation Products, Inc. | | 05/06/2011 |
| | | | Entity Type |
| | | | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Sierra Designs Acquisition Corp. | | |
| Street Address: | 600 Kellwood Parkway | | |
| City: | Chesterfield | | |
| State/Country: | MISSOURI | | |
| Postal Code: | 63017 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| | Property Type | Number | Word Mark |
| | Serial Number: | 85310811 | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (314)576-3388 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 3145763340 | | |
| Email: | courtney.labelle@kellwood.com | | |
| Correspondent Name: | Courtney LaBelle | | |
| Address Line 1: | 600 Kellwood Parkway | | |
| Address Line 4: | Chesterfield, MISSOURI 63017 | | |
| ATTORNEY DOCKET NUMBER: | H2DOWN | | |
| NAME OF SUBMITTER: | Courtney LaBelle | | |
| Signature: | /Courtney LaBelle/ | | |
| Date: | 05/06/2011 | | |
| Total Attachments: 3 source=Assignment 5.6.11#page1.tif source=Assignment 5.6.11#page2.tif source=Assignment 5.6.11#page3.tif | | | |

OP \$40.00 85310811

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of the day of May, 2011 ("Effective Date") by and between American Recreation Products, Inc., a Delaware corporation, with an office at 600 Kellwood Parkway, Chesterfield, MO 63017 ("Assignor"), and Sierra Designs Acquisition Corp., a Delaware corporation, with an office at 600 Kellwood Parkway, Saint Louis, Missouri 63017 ("Assignee").

WHEREAS, Assignor is the owner of the United States application set forth on Schedule A attached hereto (collectively, the "Mark");

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the Mark, in each case, together with the goodwill of the business associated therewith;

NOW, THEREFORE, in view of the foregoing premises, and the mutual undertakings contained herein, Assignor hereby assigns, transfers, and sets over to Assignee the entire right, title and interest in and to the Mark for the United States, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now and hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties, or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor represents and warrants that: (i) it is the sole and exclusive owner of the entire right, title and interest in and to the Mark (including the corresponding rights set forth in the above), free and clear of any liens, security interests or other encumbrances; (ii) it has the full right and authority to execute this Assignment and to assign to Assignee the rights assigned herein; and (iii) it has not executed, and will not execute, any agreement or other instrument in conflict herewith.

Assignor shall take all further actions, and provide to Assignee, Assignee's successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation), requested by Assignee to more fully and effectively effectuate the purposes of this Assignment, including, without limitation, with respect to the following: (1) the preparation and prosecution of any application for registration, or any application for renewal of a registration, relating to any of the rights assigned herein; and (2) the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with any of the rights assigned herein, including, without limitation, testifying as to any facts relating to the Marks and this Assignment.

Assignor and Assignee agree that nothing set forth herein shall be deemed to amend, modify, supplement, reduce or expand the warranties and representations of Assignor, or the liability of and indemnification by Assignor with respect thereto, set forth in the Agreement.

* * * * *

IN WITNESS WHEREOF, intending to be legally bound, Assignor and Assignee have executed this Assignment by their duly authorized representatives as of the Effective Date.

AMERICAN RECREATION PRODUCTS, INC.

SIERRA DESIGNS ACQUISITION CORP.

By: Luther J. Rollins, Jr.

Name: Luther J. Rollins, Jr.

Title: Assistant Secretary and Assistant
Assistant General Counsel

By: Keith A. Grypp

Name: Keith A. Grypp

Title: Senior Vice President, Secretary and
General Counsel

SCHEDULE A

| <u>Trademark</u> | <u>Country</u> | <u>Serial Number</u> | <u>Filing Date</u> |
|------------------|----------------|----------------------|--------------------|
| H2DOWN | U.S. | 85/310,811 | 5/3/2011 |