

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

Name	Formerly	Execution Date	Entity Type
Callaway Golf Company		03/31/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	American Sports Licensing, Inc.
Street Address:	1011 Centre Road
Internal Address:	Suite 339
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19805
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	3349218	AHS
Registration Number:	3617218	D2 DIVA
Registration Number:	3424891	DIMPLEINDIMPLE
Registration Number:	3138632	FLYING LADY
Registration Number:	3592093	FREAK
Serial Number:	85444790	GAMER
Registration Number:	3026983	SLICKOTE
Registration Number:	3012283	T
Registration Number:	3172116	T
Registration Number:	3088572	T
Registration Number:	1841927	TOP-FLITE
Registration Number:	0505779	TOP-FLITE
Registration Number:	2712155	TOP-FLITE

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Registration Number:	1910241	TOP FLITE
Registration Number:	3427911	TF TOP FLITE
Registration Number:	2923294	TOUR STRAIGHT
Registration Number:	3793471	XL 5000
Registration Number:	3794157	XL 7000
Registration Number:	3252513	XL EXTREME
Registration Number:	3252528	XL EXTREME TOUR
Registration Number:	3252529	XL PLUS
Registration Number:	1872099	X-OUTS

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	129971.014600
NAME OF SUBMITTER:	Jeffrey P. Dunning
Signature:	/Jeffrey P. Dunning/
Date:	07/09/2012

Total Attachments: 5
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ASSIGNMENT OF TRADEMARKS (US and Canada)

WHEREAS, Callaway Golf Company, a Delaware Corporation having a principal place of business at 2180 Rutherford Road, Carlsbad, California 92008-7328 (hereinafter "**Assignor**"), has adopted, used and is using the trademarks which have been filed with the United States Patent and Trademark Office and other trademark offices as set forth on the attached Schedule A (hereinafter collectively referred to as the "**Trademarks**"); and

WHEREAS, American Sports Licensing, Inc. , a Delaware corporation having a principal place of business at 1011 Centre Road, Suite 339, Wilmington, DE 19805 (hereinafter "**Assignee**"), desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications for and registrations thereof as set forth on Schedule A; and

WHEREAS, it is desired that the assignment of the Trademarks identified on the attached Schedule A be made the matter of record in the United States Patent and Trademark Office and other appropriate trademark offices.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the aforesaid Trademarks, together with the goodwill of the business symbolized by the Trademarks, and including the registrations and applications thereof as set forth on the attached Schedule A.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States, and the appropriate official in any other country, to issue any and all trademark registrations, amended registrations and/or renewals that may be granted upon any application or petition for same, to Assignee, and/or Assignee's successors and/or assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the United States Patent and Trademark Office or the Trademark Office of any other country throughout the world.

[Signature Page to Follow]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of United States Trademarks to be executed as of March __, 2012.

ASSIGNOR
Callaway Golf Company

By: *[Signature]*
Name: _____
Title: _____



ASSIGNEE
American Sports Licensing, Inc.,

By: _____
Name: _____
Title: _____

[SIGNATURE PAGE TO ASSIGNMENT OF TRADEMARKS (US AND CANADA)]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of United States Trademarks to be executed as of March __, 2012.

ASSIGNOR
Callaway Golf Company

By: _____

Name: _____

Title: _____

ASSIGNEE
American Sports Licensing, Inc.,

By:  _____

Name: _____

Title: _____

[SIGNATURE PAGE TO ASSIGNMENT OF TRADEMARKS (US AND CANADA)]

Schedule A

TRADEMARKS

UNITED STATES

MARK	APP. NO.	FILING DATE	REG. NO.	REG. DATE
AHS	77/076,787	1/5/2007	3349218	12/4/2007
D2 DIVA	77/424,779	3/18/2008	3617218	5/5/2009
DIMPLE IN DIMPLE	77/233,563	7/19/2007	3424891	5/6/2008
FLYING LADY	78/695,710	8/18/2005	3138632	9/5/2006
FREAK	77/202,650	6/11/2007	3592093	3/17/2009
GAMER	85/444,790	10/11/2011		
SLICKOTE	78/404,627	4/20/2004	3026983	12/13/2005
TF (triangle and design b/w)	78/431,705	6/8/2004	3012283	11/1/2005
TF (triangle and design b/w)	78/431,687	6/8/2004	3172116	11/14/2006
TF (triangle and design b/w)	78/431,700	6/8/2004	3088572	5/2/2006
TOP-FLITE	74/432,924	9/7/1993	1841927	6/28/1994
TOP-FLITE	71/540,212	11/5/1947	505779	1/18/1949
TOP-FLITE	78/059,568	4/20/2001	2712155	4/29/2003
TOP-FLITE (stylized, 1994)	74/550,807	7/18/1994	1910241	8/8/1995
TOP-FLITE TF (stylized and design)	77/201,342	6/8/2007	3427911	5/13/2008
TOUR STRAIGHT	78/361,676	2/3/2004	2923294	2/1/2005
XL 5000	77/076,801	1/5/2007	3793471	5/25/2010
XL 7000	77/609,761	11/7/2008	3794157	5/25/2010
XL EXTREME	78/747,290	11/4/2005	3252513	6/12/2007
XL EXTREME TOUR	78/782,245	12/29/2005	3252528	6/12/2007
XL PLUS	78/782,249	12/29/2005	3252529	6/12/2007
X-OUTS (stylized)	74/432,913	9/7/1993	1872099	1/3/1995