

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM413785

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PEI Licensing, Inc.		10/18/2016	Corporation:
RECEIVING PARTY DATA			
Name:	Callaway Golf Company		
Street Address:	2180 Rutherford Road		
City:	Carlsbad		
State/Country:	CALIFORNIA		
Postal Code:	92008		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1020613	SURE-OUT	
CORRESPONDENCE DATA			
Fax Number:	7609305203		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7609305203		
Email:	sonia.lari@callawaygolf.com		
Correspondent Name:	Sonia Lari		
Address Line 1:	2180 Rutherford Road		
Address Line 4:	Carlsbad, CALIFORNIA 92008		
NAME OF SUBMITTER:	Sonia Lari		
SIGNATURE:	/Sonia Lari/		
DATE SIGNED:	01/26/2017		
Total Attachments: 3			
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Trademark Assignment

This Trademark Assignment (hereinafter called this "Assignment") is from PEI Licensing, Inc., a Delaware corporation with its principal place of business at 3000 N.W. 107th AVENUE, Miami, Florida 33172 (hereinafter called "Assignor") to CALLAWAY GOLF COMPANY, a Delaware corporation with its principal place of business at 2180 Rutherford Road, Carlsbad, California, 92008 -7328 (hereinafter called "Assignee").

RECITALS

WHEREAS, the Assignor is the owner of registered and common-law trademark rights for SURE-OUT in international class 28 for golf club irons, as set forth in the Attachment to this Agreement (hereinafter called "Trademark");

WHEREAS, the Assignee desires to have the full and sole ownership of the Trademark and any and all common-law rights thereto, along with the goodwill associated with the Trademark; and

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing premises, the covenants and agreements herein contained, and for good and valuable consideration (as set forth on Exhibit A), the receipt and sufficiency of which is hereby acknowledged, and to implement this assignment of all rights to the trademark SURE-OUT, Assignor hereby agrees as follows:

Assignor does hereby sell, transfer, convey, assign, grant, set over and deliver to Assignee, and Assignee hereby accepts, all of the Assignor's right, title, and interest in and to the Trademark, free and clear of all liens, mortgages, options charges, title defects, security interests, and similar encumbrances, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, designees, nominees and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Agreement and sale had not been made, together with all causes of action (in law or equity), claims, demands and any other rights for, or arising from any past, present or future infringement, of the Assigned Trademark, along with the right to sue for and collect any damages for the use and benefit of Assignee and Assignee's successors, assigns, designees, nominees and other legal representatives.

Assignor represents, warrants, and covenants that the execution and delivery of this Assignment does not breach any agreement to which Assignor is a party, and Assignor has not entered into, and will not enter into, any oral or written agreement in conflict with this Agreement.

If necessary, Assignor agrees to assist Assignee, in a commercially reasonable manner, without further consideration, to evidence, record, and perfect the assignment of the Assigned Trademark and secure Assignee's rights in the Assigned Trademark.

Signed this 15th day of October, 2016
Assignor: PEI Licensing, Inc.

By: Stanley Silverstein
Title: President International Development and Global Licensing

Attachment

1 (US Trademark):
Registration Country: United States
Registered Trademark: SURE-OUT
Registration Number: 1020613
Goods Classification: Class 28 (International Classification)
Trademark Right Owner: PEI Licensing, Inc.

Exhibit A

Within five (5) days of execution of the attached Trademark Assignment, Callaway Golf shall pay to PEI Licensing, Inc. the sum of Ten Thousand Dollars (US\$10,000) via wire transfer to the following account:

PAYABLE TO PEI LICENSING, INC.
WELLS FARGO BANK
420 MONTGOMERY STREET, 7TH FLOOR
SAN FRANCISCO, CA 94104
ABA # 1210-0024-9
FOR CREDIT TO PEI LICENSING, INC.
ACCT: 2000048269083
ATTENTION: CHARLES WARREN
TEL: 1-800-289-3667