

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
Brunswick Corporation		07/20/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Triton Boat Company, L.P.
Street Address:	15 Bluegrass Road
City:	Ashland City
State/Country:	TENNESSEE
Postal Code:	37929
Entity Type:	LIMITED PARTNERSHIP: TENNESSEE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3698693	ENFORCER
Registration Number:	3301858	TRITON
Registration Number:	2424581	TRITON BOATS BY EARL BENTZ
Registration Number:	2424582	TRITON BOATS BY EARL BENTZ
Registration Number:	2421854	TRITON BOATS BY EARL BENTZ
Registration Number:	2215034	TRITON BOATS BY EARL BENTZ
Registration Number:	3446627	WE TAKE AMERICA FISHING

CORRESPONDENCE DATA

Fax Number: (847)735-4330
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 847-735-4354
 Email: adam.airhart@brunswick.com
 Correspondent Name: Adam D. Airhart
 Address Line 1: One North Field Court
 Address Line 4: Lake Forest, ILLINOIS 60045

CH \$190.00 3698693

NAME OF SUBMITTER:	Adam D. Airhart
Signature:	/ADA/
Date:	07/22/2010
Total Attachments: 3 source=TRITON USA ASSIGNMENT 7 2010#page1.tif source=TRITON USA ASSIGNMENT 7 2010#page2.tif source=TRITON USA ASSIGNMENT 7 2010#page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), is made this 20th day of July, 2010, by and between Brunswick Corporation, Delaware corporation ("Assignor") and Triton Boat Company, L.P., a Tennessee Limited Partnership ("Assignee").

WHEREAS, Assignor is the owner of, has adopted, used and is using the following United States Trademark Registrations (the "Marks"):

Mark	Application Number	Registration Number
Enforcer	77/707,227	3,698,693
Triton	78/747,906	3,301,858
Triton Boats by Earl Bentz	75/698,723	2,424,581
Triton Boats by Earl Bentz	75/698,724	2,424,582
Triton Boats by Earl Bentz	75/528,831	2,421,854
Triton Boats by Earl Bentz	75/148,626	2,215,034
We Take America Fishing	78,715,941	3,446,627

; and

WHEREAS, Assignee wishes to acquire the entire right, title and interest in and to the Marks and the goodwill connected with and symbolized by said Marks; and

WHEREAS, Assignor wishes to assign to Assignee the Marks and the goodwill connected with and symbolized by the said Marks.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee the entire right, title and interest in and to the Marks, including all pending applications for the Marks, together with the goodwill connected with and symbolized by said Marks throughout the world and including the subject matter of all claims which may be obtained therefrom for Assignee's own use and enjoyment; together with all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor authorizes and requests the respective local Registrars of Trademarks or other appropriate legal trademark authorities to record Assignee as the owner of the entire right, title and interest in and to the Marks, for the sole use and enjoyment of Assignee.

Assignor shall provide Assignee cooperation and assistance at Assignee's request and at Assignee's reasonable expense (including the execution and delivery of any and all affidavits, declarations, oaths, assignments, powers of attorney or other documentation as may be reasonably required): (1) in the preparation and prosecution of any applications for registration of the Marks assigned herein; (2) in the prosecution or defense of any interference, opposition, cancellation, infringement or other proceedings that may arise in connection with any of the trademark rights assigned herein, including testifying as to any facts relating to this Assignment or to the trademark rights assigned herein; (3) in obtaining any additional trademark protection in or to the Marks that Assignee may deem appropriate which may be secured under the laws now or hereafter in effect in the United States or any other country; and (4) in the implementation or perfection of this Assignment.

Assignor hereby constitutes and appoints Assignee and its successors and assigns as its true and lawful attorneys in fact in connection with the transactions contemplated by this instrument, with full power of substitution to demand and receive, in the name and stead of Assignor but on behalf of and for the benefit of Assignee and its successors and assigns, any and all of the Marks hereby conveyed, assigned, and transferred or intended so to be, and to give receipt and releases for and in respect of the same and any part therefor, and from time to time to institute and prosecute, in the name of Assignor or otherwise, for the benefit of Assignee or its successors and assigns, proceedings at law, in equity, or otherwise, which the Assignee or its successors or assigns deem proper in order to collect or reduce to possession or endorse any of the Marks, and to do all acts and things in relation to the Marks which Assignee or its successors or assigns reasonably deem desirable.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be signed and executed by their duly authorized officers or agents on the date first written above.

ASSIGNOR

ASSIGNEE

BRUNSWICK CORPORATION

TRITON BOAT COMPANY, L.P.

By: *Marsha T. Vaughn*
Name: Marsha T. Vaughn
Title: Assistant Secretary

By: **Brunswick Corporation,
General Partner**
By: *Marsha T. Vaughn*
Name: Marsha T. Vaughn
Title: Assistant Secretary