

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
Roger Cleveland Golf Company, Inc.		08/27/2010	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	SRI Sports Limited
Street Address:	6-9, Wakinohama-cho 3-chome, Chuo-ku, Hyogo
City:	Kobe-shi
State/Country:	JAPAN
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 42

Property Type	Number	Word Mark
Registration Number:	3447556	588
Serial Number:	77730475	BLOOM
Serial Number:	77735704	
Registration Number:	1208638	CALAMITY JANE
Serial Number:	77730539	CC
Registration Number:	3421091	CG1
Registration Number:	3421090	CG10
Registration Number:	3501697	CG12
Registration Number:	3575685	CG14
Registration Number:	2070054	CLEVELAND
Registration Number:	2070051	CLEVELAND
Registration Number:	3286218	CLEVELAND GOLF
Registration Number:	3132782	CMM
Registration Number:	3613586	

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Registration Number:	3353780	DISTANCE DRIVEN GEOMETRY
Registration Number:	3465505	DSG
Registration Number:	3475050	DUAL AXIS ALIGNMENT
Serial Number:	85045154	GLIDERAIL
Registration Number:	2276667	GRAY MATTER
Registration Number:	2793222	GUNMETAL
Registration Number:	3262726	HIBORE
Registration Number:	1511907	LAUNCHER
Registration Number:	3718610	M
Registration Number:	2851247	
Registration Number:	2334133	
Registration Number:	2377863	
Registration Number:	2615604	
Registration Number:	2286233	
Registration Number:	3769060	NCX · RAY
Registration Number:	2192848	NEVER COMPROMISE
Serial Number:	85089796	
Registration Number:	2302251	CG
Registration Number:	1306203	C
Registration Number:	3679684	PLAY A BETTER BALL
Registration Number:	1282642	RUT IRON
Registration Number:	3042313	SPEED CONTROL
Registration Number:	3139148	STORMCORE
Serial Number:	77237226	TOUR ACTION
Registration Number:	3036153	TOUR ACTION
Registration Number:	1496882	TOUR ACTION
Registration Number:	3544354	VISUAL PERFORMANCE
Registration Number:	3463468	ZIP GROOVES

CORRESPONDENCE DATA

Fax Number: (202)429-3902
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Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER: 28952.09834

DOMESTIC REPRESENTATIVE

Name: Roger W. Parkhurst, Esq.
Address Line 1: 1330 Connecticut Avenue, N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER: Roger W. Parkhurst

Signature: /Roger W. Parkhurst/

Date: 08/27/2010

Total Attachments: 6

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ROGER CLEVELAND GOLF COMPANY, INC.
to
SRI SPORTS LIMITED
TRADEMARK ASSIGNMENT

This Assignment became effective January 1, 2010 (the "Effective Date"), by and between:

"Assignor," namely ROGER CLEVELAND GOLF COMPANY, INC. a California corporation, of 5601 Skylab Road, Huntington Beach, California 92647, U.S.A.; and,

"Assignee," namely SRI SPORTS LIMITED, a Japanese corporation, of 6-9, Wakinohama-cho 3-chome, Chuo-ku, Kobe-shi, Hyogo, Japan.

WHEREAS, Assignor has adopted and used in the United States and worldwide the Marks identified in the attached list, Appendix A, and the applications and/or registrations therefor for the goods and services listed therein, as well as other goods and services relating to the golf business, and owns the entire right, title, and interest in and to each of said Marks and the U.S. applications and registrations for each of them together with all of the goodwill of the business symbolized thereby; and,

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest, in and to the Marks, applications and registrations together with all the goodwill of the business symbolized thereby, and Assignor desires to assign all such right, title and interest in and to the Marks, applications and registrations to Assignee, upon the terms and conditions stated herein,

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged by Assignor, the parties agree as follows:

Assignor hereby conveys and assigns to Assignee, all of Assignor's right, title and interest in and to the Marks listed in Appendix A hereto, together with the goodwill of the business symbolized by the Marks.

1. Assignor represents that (i) it owns the entire right, title and interest in and to the Marks, (ii) that the applications and/or registrations thereof are currently valid and subsisting and in full force and effect, (iii) it has not licensed any of the Marks to any other person or entity or granted, either expressly or impliedly, any trademark rights with respect to any of the Marks to any other person or entity, (iv) it has all authority necessary to enter into this Assignment, and the execution and delivery of this Assignment have been duly and validly authorized, and (v) its execution of this Assignment and performance of its obligations hereunder shall not violate or conflict with any other agreement to which it is a party.

2. At any time, and from time to time after the Effective Date, at Assignee's request, Assignor shall execute and deliver such other instruments of sale, transfer, conveyance, assignment and confirmation and take such other action as Assignee may reasonably deem necessary or desirable to perfect or otherwise enable this transfer, conveyance and assignment to Assignee and to confirm Assignee's title to any of the Marks and any and all federal and state trademark registrations thereof or applications therefor, and to assist Assignee in exercising all rights with respect thereto. Assignor further agrees to provide such reasonable cooperation and assistance to Assignee, as Assignee may request, to enforce its rights in the Marks.

3. After the Effective Date, Assignor agrees not to challenge Assignee's use or ownership, or the validity, of the Marks.

4. No modifications of this Assignment shall have effect unless in writing and properly executed by both parties, making specific reference to this Assignment by date, parties, and subject matter. This Assignment and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of the United States of America, and the State of California, without regard to its conflict of laws principles.

5. This Assignment shall be binding on and shall inure to the benefit of the parties to this Assignment and their successors and assigns, if any.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative as of the day and year stated below.

ASSIGNOR:

ROGER CLEVELAND GOLF COMPANY, INC.

By:  _____

Donald J. Reino

Vice President, Legal Operations

August 27, 2010

Attachment: Appendix A

APPENDIX A

Mark	Class No./ Goods	Serial No./Filed Reg. No./Issued
588	28-iron-type golf clubs and golf club heads, namely wedges	77/107,987-f 2/15/2007 3,447,556-i 6/17/2008
BLOOM	18-Umbrellas; all-purpose athletic bags; all-purpose carrying bags 28-Golf clubs and golf club heads, namely wedges, irons, niblicks, woods and putters; golf club head covers; golf bags; golf club shafts and grips	77/730,475-f 5/6/2009
(BLOOM) design	18-Umbrellas; all-purpose athletic bags; all-purpose carrying bags 24-Towels 25-Clothing, namely shirts and blouses 28-Golf clubs and golf club heads, namely wedges, irons, niblicks, woods and putters; golf club head covers; golf bags; golf club shafts and grips	77/735,704-f 5/13/2009
CALAMITY JANE	28-golf clubs	73/290,759-f 12/22/1980 1,208,638-i 9/14/1982
(CC & SHIELD) design	25-clothing, namely shirts, blouses, sweaters, pants, shorts, skirts and socks; outerwear; namely, windshirts, coats, jackets gloves, hats, caps, shoes; and belts	77/730,539-f 5/6/2009
CG1	28-golf clubs and golf club heads	76/590,960-f 5/7/2004 3,421,091-i 5/6/2008
CG10	28-golf clubs and golf club heads	76/590,959-f 5/7/2004 3,421,090-i 5/6/2008
CG12	28-golf clubs, namely wedges	77/398,597-f 2/15/2008 3,501,697-i 9/16/2008
CG14	28-golf clubs, namely wedges	77/514,760-f 7/30/2008 3,575,685-i 2/17/2009
CLEVELAND	18-carry all bags and umbrellas 25-golf apparel, namely, shirts, caps, visors, sweatshirts and sweater vests 28-golf clubs, golf club heads, golf club shafts, golf club grips, golf bags, golf bag covers, and golf club head covers	75/175,245-f 10/1/1996 2,070,054-i 6/10/1997
CLEVELAND (script)	18-carry all bags and umbrellas 25-golf apparel, namely, shirts, caps, visors, sweatshirts and sweater vests 28-golf clubs, golf club heads, golf club shafts, golf club grips, golf bags, golf bag covers, and golf club head covers	75/175,012-f 10/1/1996 2,070,051-i 6/10/1997
CLEVELAND GOLF	18-carry all bags, duffel bags, backpacks, shoe bags for travel, and umbrellas 24-towels 25-caps, hats, visors, shirts, wind shirts, wind vests, rain jackets, rain vests, and rain pants 28-golf gloves; golf clubs, golf balls, golf club heads, golf club shafts, golf club grips, golf bags, golf bag covers, golf ball shag bags used to store golf balls, golf club head covers, and golf ball bags	78/900,537-f 6/5/2006 3,286,218-i 8/28/2007
CMM	28-golf club heads and golf clubs	78/711,030-f 9/12/2005 3,132,782-i 8/22/2006
(BULLET) design	28-Golf clubs, namely wood-type and hybrid-type golf club heads and golf clubs, and golf club head covers	77/441,523-f 4/7/2008 3,613,586-i 4/28/2009
DISTANCE DRIVEN GEOMETRY	28-golf clubs and golf club heads, particularly wood-type golf club heads	78/767,433-f 12/6/2005 3,353,780-i 12/11/2007
DSG	28-iron-type golf clubs, namely wedges	77/179,996-f 5/14/2007 3,465,505-i 7/15/2008
DUAL AXIS ALIGNMENT	28-golf clubs, namely putters; golf club grips	77/224,409-f 7/9/2007 3,475,050-i 7/29/2008
GLIDERAIL	28-golf clubs; golf club heads; and hybrid golf club heads	85/045,154-f 5/21/2010

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Mark	Class No / Goods	Serial No./Filed Reg. No./Issued
GRAY MATTER	28-golf clubs	75/416,327-f 1/7/1998 2,276,667-i 9/7/1999
GUNMETAL	28-golf clubs	76/106,796-f 8/10/2000 2,793,222-i 12/9/2003
HIBORE	28-golf clubs, golf club heads	78/690,835-f 8/11/2005 3,262,726-i 7/10/2007
LAUNCHER	28-golf clubs	73/722,932-f 4/18/1988 1,511,907-i 11/8/1988
(M logo) design	28-Golf club shafts and golf clubs	77/768,941-f 6/26/2009 3,718,610-i 12/1/2009
Miscellaneous design (Black/Gray/Black-Grip)	28-golf equipment, namely, golf clubs and golf club grips	76/210,705-f 1/18/2001 2,851,247-i 6/8/2004
Miscellaneous design (Black/Gray/Black-Putter Head)	28-golf clubs	75/283,634-f 4/29/1997 2,334,133-i 3/28/2000
Miscellaneous design (Blade Putter Configuration)	28-golf clubs	75/283,636-f 4/29/1997 2,377,863-i 8/15/2000
Miscellaneous design (Iron Configuration)	28-golf clubs	75/284,677-f 4/29/1997 2,615,604-i 9/3/2002
Miscellaneous design (One Putt Design)	25-clothing or wearing apparel, namely, shirts, hats, caps 28-sporting goods, namely, golf clubs, golf bags and head covers for golf clubs	75/343,947-f 8/20/1997 2,286,233-i 10/12/1999
NCX-RAY (Stylized)	28-golf clubs, namely putters	77/693,032-f 3/17/2009 3,769,060-i 3/30/2010
NEVER COMPROMISE	25-clothing or wearing apparel, namely, shirts, hats, caps, headbands, wristbands, sweaters, vests, sweatpants and sweatshirts, visors, jackets, gloves, shoes, socks, hose, shorts, trousers, slacks, belts, ties, skirts, and skirts 28-sporting goods, namely, golf clubs, golf bags, golf balls, golf tees, and head covers for golf clubs	75/267,526-f 4/1/1997 2,192,848-i 9/29/1998
(New One Putt) design	18-carry all bags; duffel bags; backpacks; shoe bags for travel; laptop computer bags; and umbrellas 24-towels 25-golf apparel, namely, caps, hats, visors, shirts, wind shirts, and rain shirts/jackets and pants 28-golf clubs; golf club heads, namely, woods, hybrids, irons, wedges, putters, niblicks; golf club shafts; golf club grips; golf gloves; golf balls; golf bags; golf bag covers; golf ball shag bags used to store golf balls; golf club head covers; and golf ball bags	85/089,796-7/21/2010
(CG new bag) design	28-golf clubs, and golf club heads, namely, woods, irons and putters	75/631,280-f 2/1/1999 2,302,251-i 12/21/1999
(CG old bag) design	28-golf clubs	73/414,185-f 2/18/1983 1,306,203-i 11/20/1984
PLAY A BETTER BALL	28-golf balls	77/680,256-f 2/11/2009 3,679,684-i 9/8/2009
RUT IRON	28-golf clubs	73/430,206-f 6/14/1983 1,282,642-i 6/19/1984
SPEED CONTROL	28-golf clubs, namely golf putters	76/590,961-f 5/7/2004 3,042,313-i 1/10/2006
STORMCORE	25-Golf outerwear and rain gear, namely rain jackets, rain pants, rain shirts, wind shirts and wind vests	78/732,580-f 10/13/2005 3,139,148-i 9/5/2006

APPENDIX A

Mark	Class No./ Goods	Serial No./Filed Reg. No./Issued
TOUR ACTION	18-carry all bags, golf bags, golf bag covers, duffle bags, backpacks, shag bags, shoe bags, briefcases and umbrellas 24-towels 25-golf apparel, namely, shirts, sweatshirts, jackets, rain shirts, rain pants, caps, hats, visors, golf gloves, golf shoes and towels 28-golf club heads, golf club shafts, golf club grips, golf club head covers	77/237,226-f 1/24/2007
TOUR ACTION	28 - golf balls	76/358,576-f 1/13/2002 3,036,153-i 12/27/2005
TOUR ACTION	28-golf clubs	73/685,569-f 9/21/1987 1,496,882-i 7/19/1988
VISUAL PERFORMANCE	28-golf clubs, namely putters	77/183,608-f 5/17/2007 3,544,354-i 12/9/2008
ZIP GROOVES	28-golf clubs and golf club heads, namely wedges, iron-type golf clubs and metal wood-type golf clubs and heads	77/137,724-f 3/22/2007 3,463,468-i 7/8/2008