

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ICON IP, INC.		09/10/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ICON HEALTH & FITNESS, INC.		
<b>Street Address:</b>	1500 South 1000 West		
<b>City:</b>	Logan		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84321		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2618509	I FIT	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(435)750-3917		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(435) 786-5220		
Email:	richard.chang@iconfitness.com		
Correspondent Name:	Richard Chang		
Address Line 1:	1500 South 1000 West		
Address Line 4:	Logan, UTAH 84321		
<b>NAME OF SUBMITTER:</b>	Charles J. Veverka		
<b>Signature:</b>	/Charles J. Veverka, Reg. No. 40,858/		
<b>Date:</b>	03/15/2011		

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Total Attachments: 3  
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**TRADEMARK**  
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ASSIGNMENT OF TRADEMARKS

WHEREAS, ICON IP, INC., a Delaware corporation ("Assignor"), is the owner of record, as reflected by the records of the U.S. Patent and Trademark Office, of the issued U.S. trademark registrations listed in Schedule A hereto (the "Trademarks"); and

WHEREAS, ICON HEALTH & FITNESS, INC., a Delaware corporation with its principal place of business located at 1500 South 1000 West, Logan, Utah 84321 ("Assignee"), desires to acquire all right, title and interest in and to the Trademarks, the goodwill of the business symbolized thereby, the registrations thereof, and the right to sue for past, present and/or future infringement thereof.

NOW, THEREFORE, for and in consideration of the premises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey unto Assignee all right, title and interest in and to the Trademarks, the goodwill of the business symbolized thereby, the registrations thereof, and the right to sue for past, present and/or future infringement thereof.

SIGNED on this the 10 day of September, 2010.

ICON IP, INC.

By:   
Everett Smith, Secretary

STATE OF UTAH           §  
                                  §  
COUNTY OF CACHE       §

BEFORE ME, the undersigned authority, a Notary Public, on this day personally appeared EVERETT SMITH, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of said ICON IP, INC., a Delaware corporation, and that he executed the same as the act of such corporation for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this the 10<sup>th</sup> day of September, 2010.

*Narayne M. Rougeau*  
NOTARY PUBLIC, State of Utah



Schedule A

ISSUED U.S. TRADEMARK REGISTRATIONS

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
IFIT.COM	2,466,474	July 3, 2001
I FIT	2,618,509	September 10, 2002