

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558485

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hunting Attractions, LLC		12/20/2019	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	God's Country Camo LLC		
Street Address:	170 Inwood Trail		
City:	Madison		
State/Country:	ALABAMA		
Postal Code:	35758		
Entity Type:	Limited Liability Company: ALABAMA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3107344	GOD'S COUNTRY	
Registration Number:	4143484	GOD'S COUNTRY	
CORRESPONDENCE DATA			
Fax Number:	2565396024		
<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:	256-539-6000		
Email:	tmoore@leo-law.com		
Correspondent Name:	Trevor Moore		
Address Line 1:	200 Randolph Avenue		
Address Line 4:	Huntsville, ALABAMA 35801		
NAME OF SUBMITTER:	Trevor Moore, Attorney		
SIGNATURE:	/Trevor Moore/		
DATE SIGNED:	01/22/2020		
Total Attachments: 6			
source=GCC- IP Assignment Agreement- FINAL#page1.tif			
source=GCC- IP Assignment Agreement- FINAL#page2.tif			
source=GCC- IP Assignment Agreement- FINAL#page3.tif			
source=GCC- IP Assignment Agreement- FINAL#page4.tif			
source=GCC- IP Assignment Agreement- FINAL#page5.tif			

OP \$65.00 3107344

INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT ("IP Assignment"), dated as of December 20, 2019, is made by HUNTING ATTRACTIONS, LLC ("Seller"), an Idaho limited liability company, located at 11062 W. Inglin Drive, Boise, Idaho 83709, in favor of GOD'S COUNTRY CAMO LLC ("Buyer"), an Alabama limited liability company, located at 170 Inwood Trail, Madison, Alabama 35758, the purchaser of certain assets of Seller pursuant to an Asset Purchase Agreement between Buyer and Seller, dated as of December 20, 2019 (the "Asset Purchase Agreement").

WHEREAS, under the terms of the Asset Purchase Agreement, Seller has conveyed, transferred, and assigned to Buyer, among other assets, certain intellectual property of Seller, and has agreed to execute and deliver this IP Assignment, for recording with the United States Patent and Trademark Office, the United States Copyright Office, and corresponding entities or agencies in any applicable jurisdictions;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably conveys, transfers, and assigns to Buyer, and Buyer hereby accepts, all of Seller's right, title, and interest in and to the following (the "Assigned IP"):

(a) the trademark registrations and applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the "Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks; provided that, with respect to the United States intent-to-use trademark applications set forth on Schedule 1 hereto, the transfer of such applications accompanies, pursuant to the Asset Purchase Agreement, the transfer of Seller's business, or that portion of the business to which the trademark pertains, and that business is ongoing and existing;

(b) the copyright registrations, applications for registration, and exclusive copyright licenses set forth on Schedule 2 hereto and all issuances, extensions, and renewals thereof (the "Copyrights");

(c) all rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(d) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(e) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default,

with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office, the Register of Copyrights in the United States Copyright Office, and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this IP Assignment upon request by Buyer. Following the date hereof, upon Buyer's reasonable request, Seller shall take such steps and actions, and provide such cooperation and assistance to Buyer and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned IP to Buyer, or any assignee or successor thereto.
3. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this IP Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned IP. The representations, warranties, covenants, agreements, and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.
4. Counterparts. This IP Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this IP Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this IP Assignment.
5. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.
6. Governing Law. This IP Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this IP Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Alabama, without giving effect to any choice or conflict of law provision or rule (whether of the State of Alabama or any other jurisdiction).

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, Seller has duly executed and delivered this IP Assignment as of the date first above written.

HUNTING ATTRACTIONS, LLC

By: [Signature]

Name: Christopher T. Conant

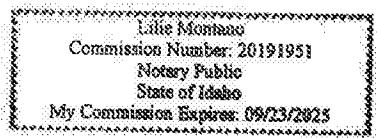
Title: partner

Address for Notices: 11062 W. Inglin Drive
Boise, Idaho 83709

ACKNOWLEDGMENT

STATE OF IDAHO)
)
) SS.
)
COUNTY OF Ada)

On the 23 day of December, 2019, before me personally appeared Christopher Conant, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the foregoing instrument, who, being duly sworn, did depose and say that he executed the same in his authorized capacity as the partner of HUNTING ATTRACTIONS, LLC, the limited liability company described, and acknowledged the instrument to be the free act and deed of HUNTING ATTRACTIONS, LLC for the uses and purposes mentioned in the instrument.



[Signature]
Notary Public
Printed Name: Lillie Montano

My Commission Expires: 09-23-2025

[BUYER ACCEPTANCE ON FOLLOWING PAGE]

AGREED TO AND ACCEPTED:

GOD'S COUNTRY CAMO LLC

By: Melissa Haley

Name: Melissa Haley

Title: Managing Member

Address for Notices: 170 Inwood Trail
Madison, Alabama 35758

ACKNOWLEDGMENT

STATE OF ~~ALABAMA~~ HAWAII

CHY &

COUNTY OF ~~MADISON~~ HONOLULU

)
) ISS. 1ST CIRCUIT
)

On the 20th day of December, 2019, before me personally appeared Melissa Haley personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the foregoing instrument, who, being duly sworn, did depose and say that he executed the same in his authorized capacity as the Managing Member of GOD'S COUNTRY CAMO LLC, the limited liability company described, and acknowledged the instrument to be the free act and deed of GOD'S COUNTRY CAMO LLC for the uses and purposes mentioned in the instrument.



Sophia Yadao
Notary Public
Printed Name: Sophia Yadao

My Commission Expires: 12.30.2022

Doc. Date: 12.20.19 # Pages: 1

Notary Name: Sophia Yadao First Circuit

Doc. Description: Acknowledgment

Sophia Yadao
Notary Signature Date: 12.20.19

NOTARY CERTIFICATION



SUBSCRIBED AND SWORN HERETO

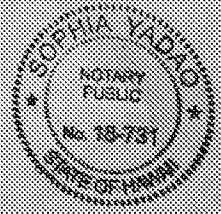
BEFORE ME ON THIS 20th

DAY OF December 20 19

Sophia Yadao
NOTARY PUBLIC FIRST JUDICIAL CIRCUIT

STATE OF HAWAII

COMMISSION EXPIRES 12.30.2022



TRADEMARK

REEL: 006842 FRAME: 0836

SCHEDULE 1

ASSIGNED TRADEMARK REGISTRATIONS AND APPLICATIONS

Trademark Registrations

Mark	Jurisdiction	Registration Number	Registration Date
God's Country	United States	3,107,344	June 20, 2006
God's Country	United States	4,143,484	May 15, 2012

SCHEDULE 2

ASSIGNED COPYRIGHT REGISTRATIONS AND APPLICATIONS

Copyright Registrations

Title	Jurisdiction	Registration Number / Document Number	Registration Date / Execution Date
God's country camouflage	United States	VAu000610009	February 13, 2004
God's country camouflage design	United States	V3507 D503	February 12, 2004
God's Country Camouflage Logo Mark	United States	VAu001319678	December 7, 2017