

EXHIBIT A

LETTER OF CONSENT

This Letter of Consent is made by and between AOB Products Company, a Missouri corporation with a principal place of business at 1800 North Route Z, Columbia, MO, 65202 (“AOB Products Company”), and The Buffalo Cartridge Company, Inc., an Ohio corporation with an address of 1701 Broad Ave, Findlay, Ohio, 45840 (“Buffalo Cartridge”). AOB Products Company and Buffalo Cartridge are referred to herein collectively as the “Parties” and each individually as a “Party.”

WHEREAS, AOB Products Company is and has been using the mark ADRENALINE (the “AOB Mark”) in connection with gun rests and hiking sticks (“AOB Goods”);

WHEREAS, on September 27, 2018, AOB Products Company filed trademark applications for the mark ADRENALINE for *shooting accessories, namely, gun rests*, in Class 13 (Serial No. 88135167) (the “AOB Application”) and for *hiking sticks* in Class 18 (Serial No. 88976799);

WHEREAS, Buffalo Cartridge contends that it has used the mark ADRENALINE (the “BCC Mark”) in connection with *ammunition* since at least as early as December 20, 2017;

WHEREAS, on December 21, 2017, Buffalo Cartridge filed an application to register the mark ADRENALINE, Serial No. 87731217, for “*ammunition*,” in International Class 13, which matured into Registration No. 5,524,691 on July 24, 2018, (the “BCC Registration”);

WHEREAS, after considering the marketplace realities, the Parties agree that there is no likelihood of confusion caused by the concurrent registration and use of their respective marks for their respective goods, and they wish to avoid any conflict with the other Party's use and registration of its marks.

Therefore, in consideration of the mutual terms, covenants and conditions set forth herein, the Parties agree as follows:

1. The Parties believe and agree that consumer confusion is unlikely to occur from the concurrent use and registration of their respective marks in accordance with the terms and conditions of this Letter of Consent. The Parties believe and agree that there should be no reasonable likelihood of confusion between their respective uses of the AOB Mark and the BCC Mark given the differences between the Parties’ goods and the knowledge of consumers about the Parties’ respective goods.

2. Buffalo Cartridge consents to AOB Product Company’s use and registration of the AOB Mark for the AOB Goods.

3. AOB Products Company consents to Buffalo Cartridge’s use and registration of the BCC Mark for ammunition and ammunition parts.

4. The Parties agree to work together to address and avoid any possible future consumer confusion. In the unlikely event that either Party becomes aware of any actual confusion, each party agrees that it will notify the other Party in writing and agree on steps to eliminate or avoid such confusion.


5. The Parties agree to enter into and sign such further documents and agreements as may be necessary to effect and further the intent of this Consent Agreement.

6. This Consent Agreement shall inure to the benefit of and be binding upon and enforceable against each Party and its respective parents, subsidiaries, affiliates, successors and assignees.

7. This Consent Agreement constitutes the entire agreement and may not be modified except in a writing signed by both Parties. If any one or more of the clauses of this Consent Agreement is found to be invalid or unenforceable, the validity of the remaining clauses shall not be affected and the Parties agree to replace the clauses with valid and enforceable clauses through mutual agreement in writing.

8. Each Party represents that the person signing on its behalf below is authorized to bind the Party and make this a binding and enforceable agreement.

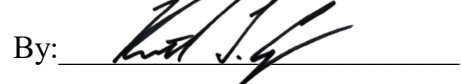
AOB PRODUCTS COMPANY

By: 
Name: Douglas V. Brown

Title: Vice President and Secretary

Date: December 14, 2020

THE BUFFALO CARTRIDGE COMPANY, INC.

By: 
Name: Kenneth J. Cooper

Title: Partner

Date: 12/16/2020