

## ACQUISITION OPPORTUNITY

### Brinkmann® and Q-Beam® IP and Related Assets

**Q-Beam® IP Bid Deadline: February 5, 2016**

**Brinkmann® IP Bid Deadline: February 19, 2016**

**BRINKMANN®**

**Qbeam**

## INTRODUCTION

Hilco Streambank and Piper Jaffray have been retained by Outdoor Direct Corporation (the “Company”) to market and sell its intellectual property and related assets (the “Assets”). The Company is currently operating as a Debtor under Chapter 11 in the United States Bankruptcy Court for the District of Delaware (the “Bankruptcy Court”).

## BACKGROUND

For purposes of this sale, the Company’s intellectual property Assets have been grouped into two product categories: (1) **Grilling and Outdoor Cooking** and (2) **Hand Held Lighting and Spotlights**. The Assets consist primarily of Trademarks, Patents, and Domain Names as follows:

**Grilling and Outdoor Cooking:** Since 1974, the **Brinkmann®** brand has been known for its quality gas and charcoal barbeque grills, smokers and accessories, available at moderate price points. **Brinkmann®** products are found at The Home Depot, Walmart, Tractor Supply, Kroger, and Amazon.com as well as other retailers. **Brinkmann®** branded products offer innovative features and value. In the grilling and outdoor cooking category, the Brinkmann® brand generated wholesale sales of approximately \$235MM, \$215MM, and \$200MM in FY2013, FY2014, and FY2015 respectively.

**Hand Held Lighting and Spotlights:** For over 30 years, the Company’s **Q Beam®** branded products have provided the go to solutions for high intensity portable lighting. The Company’s spotlight and handheld lighting products are relied upon by outdoors enthusiasts and tradespeople looking for ultra-bright lighting solutions. Distribution of the Company’s handheld and other portable lighting products is extremely broad, ranging from sporting goods retailers to industrial supply catalogs, as well as Walmart, Amazon.com and online outlets.

## SUMMARY OF ASSETS

### Trademarks

Trademarks – Grilling and Outdoor Cooking (U.S and Foreign Registered Trademarks)

- Brinkmann®
- Brinkmann Outdoor Living®
- Grill King®
- Pitmaster®
- Rebel®
- Smokeshop®
- Trailmaster®
- Weekender®
- Roadmaster®
- and more



Trademarks – Spotlights and Handheld Lights (U.S and Foreign Registered Trademarks)

- Q-BEAM®
- Q-BEAM SPOT/FLOOD®
- Go LED®
- Armormax®
- Big Max®
- Black Max®
- Blue Max®
- Lite Stick®
- Maxfire®
- Micro-Max®
- Nexstar®
- Super Spot®
- TuffMax®
- and more



Domains

The Company has an extensive domain name portfolio.

Domains - Grilling and Outdoor Cooking

- brinkmann.net
- brinkmanncorp.com
- grillking.com
- grillpartsonline.com
- maxfiregrill.com
- grillsmokerstore.com
- and more



Domains - Hand Held Lighting and Spotlights

- q-beam.net

Patents

The Company has a significant patent portfolio covering designs and utilities in major regions/jurisdictions covering multiple technologies, including grilling and lighting. Patent schedules are available in the online data room.

Other Assets

Other assets available include: inventory, equipment, fixed assets, and certain real estate. Information regarding these assets will be made available upon request and loaded in the online data room.

SALE PROCESS

Interested parties are encouraged to contact Hilco Streambank or Piper Jaffray representatives at the contact information provided below.

**Data Room:** Access to an online data room where diligence materials have been assembled for review will be provided to parties under confidentiality agreement.

BID DEADLINE

**Q-Beam® IP:** Initial bids from interested parties shall be submitted no later than **February 5, 2016 at 4:00PM Eastern Standard Time.**  
**Brinkmann® IP:** Initial bids from interested parties shall be submitted no later than **February 19, 2016 at 5:00PM Eastern Standard Time.**  
 Bid forms and instructions for submitting a bid will be made available to interested parties.

For further information about the sale process and access to diligence materials please contact the following Hilco Streambank or Piper Jaffray representatives:

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