

08-19-1999



FORM PTO-1594

RECORDED

101121691

U.S. DEPARTMENT OF COMMERCE

1-31-92

## TRADEMARKS ONLY

Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document or certified copy thereof.

## 1. Name of conveying Party(ies):

PADDLE TAIL FISHING LURES, INC.

- ☐ Individual(s)      ☐ Association  
☐ General Partnership      ☐ Limited Partnership  
☒ Corporation-State FLORIDA  
☐ Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached? ☐ Yes ☐ No

## 3. Nature of conveyance:

- ☒ Assignment      ☐ Merger  
☐ Security Agreement      ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: APRIL 2, 1997

## 2. Name and Address of receiving Party(ies):

Name: PADDLE TAIL LURES, INC.

Internal Address: \_\_\_\_\_

Street Address: 129 JACKSON MILLS ROADCity: FREEHOLD State: NEW JERSEY Zip: 07728

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☐ Limited Partnership \_\_\_\_\_  
☒ Corporation-State NEW JERSEY  
☐ Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:

- ☐ Yes      ☒ No  
 (Designations must be a separate document from Assignment)  
 Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,640,622 (registered April 9, 1991)

Additional sheet attached? ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning this matter should be mailed:

**Jacobson, Price, Holman & Stern**  
 400 7th Street, N.W.  
 Washington, DC 20004  
 Tel. 202-638-6666

Attorney Docket No. 11194/T-26684/US06. Total number of applications and registrations involved: 17. Total fee (37 CFR 3.41)..... \$ 40.00

- ☒ Enclosed  
☒ Authorized to be charged to deposit account

8. Deposit Account No.: 06-1358

(Attach duplicate copy of this page if paying by deposit account):

08/19/1999 DCDATES 00000039 164022

DO NOT USE THIS SPACE

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## 9. Statement and Signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

MARSHA G. GENTNER  
 Name of Person Signing

Signature

AUGUST 16, 1999

Date

Total number of pages comprising cover sheet:

1

## ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT is made as of April 2, 1997, by and between Paddle Tail Fishing Lures, Inc. (hereafter "Assignor"), a corporation organized and existing under the laws of Florida, with its seat of business at P.O. Box 1601, Perry, Florida, 32347-7601 and Paddle Tail Lures, Inc. (hereafter "Assignee"), a corporation organized and existing under the laws of New Jersey, located and doing business at 129 Jackson Mills Road, Freehold, New Jersey 07728;

WHEREAS, Assignor is the current owner of record of trademarks and tradenames, including the following trademarks which are used in connection with bait and/or fishing lures (the "Marks"):

Trademark	Reg. No.	Reg. Date	Status
TROUT MAGIC	1,639,876	4/2/91	Registered.
THE UNDERTAKER	1,640,622	4/9/91	Registered.
PADDLE-TAIL	1,680,471	3/24/92	Registered.
EVIL EYE			Not registered.

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Intellectual Property, including the Marks and any registrations therefor, together with the goodwill of the business pertaining thereto;

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee the entire right, title and interest in and to the Marks and registrations therefor, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, together with all claims for damages by reason of the Marks with the right to sue for and collect the same

for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

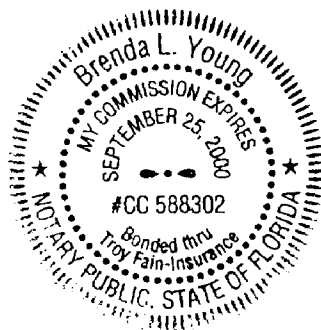
IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as follows:

**PADDLE TAIL FISHING LURES, INC.**

By: Joseph R. Roberts II  
Joseph R. Roberts, II  
President

State of Florida )  
County of Taylor ) ss.

On this 20 day of February, 1998, the above personally appeared before me, and acknowledged that he executed the foregoing Assignment on behalf of Paddle Tail Fishing Lures, Inc., and pursuant to authority duly received.



Brenda L. Young  
Notary Public