

TRADEMARK ASSIGNMENT

WHEREAS, KWIKFISH LURES, LTD., a Canadian corporation, whose business address is 3440 Wyandotte Street, East Windsor, Ontario, Canada NBY1G1, has used, is continuing use of, and is the owner of the entire right, title, and interest in and to the following trademark and U.S. trademark registration:

<u>Reg. No.</u>	<u>Trademark</u>	<u>Date of Registration</u>	<u>Goods</u>
1,127,924	KWIKFISH	Dec. 18, 1979	FISHING LURES, in Class 28

WHEREAS, LUHR JENSEN & SONS, INC., an Oregon corporation, whose business address is 400 Portway Avenue, Hood River, Oregon 97031, is desirous of acquiring all right, title and interest therein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said KWIKFISH LURES, LTD. by these presents does hereby grant, sell, assign and transfer unto the said LUHR JENSEN & SONS, INC. all right, title and interest in and to the above trademark and the above U.S. trademark registration, including any claims with respect to infringement thereof accruing prior to this Assignment, together with the goodwill incident to and symbolized by said mark, the said LUHR JENSEN & SONS, INC. to have and to hold the same as fully and entirely as such right, title and interest would have been held by said KWIKFISH LURES, LTD. had this Assignment not been made.

TRADE-MARK

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Executed and effective this 6th day of July, 1989.

KWIKFISH LURES, LTD., Assignor

By 
Philip W. Jensen, President


ACCEPTED:

LUHR JENSEN & SONS, INC., Assignee

By 
Philip W. Jensen, President


RECORDED
PATENT & TRADEMARK OFFICE

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COMMISSIONER OF PATENTS
AND TRADEMARKS OFFICE

STATE OF OREGON)
) ss
COUNTY of HOOD RIVER)

SUBSCRIBED AND SWORN to before me this 6th day of July, 1989.


Notary Public in and for the
State of Oregon

My Commission Expires 6-3-91

SEAL