

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Plastics Research and Development Corporation		05/27/2003	CORPORATION: ARKANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EBSCO Industries, Inc.		
<b>Street Address:</b>	5724 Highway 280 East		
<b>City:</b>	Birmingham		
<b>State/Country:</b>	ALABAMA		
<b>Postal Code:</b>	35242		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>		
<b>Registration Number:</b>	0589602		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)685-7070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	caholland@sgrlaw.com		
<b>Correspondent Name:</b>	Christopher A. Holland		
<b>Address Line 1:</b>	1230 Peachtree Street, N.E.		
<b>Address Line 2:</b>	Suite 3100, Smith Gambrell & Russell		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-3592		
<b>ATTORNEY DOCKET NUMBER:</b>	043523.054		
<b>NAME OF SUBMITTER:</b>	Christopher A. Holland		

OP \$40.00 0589602

Total Attachments: 1

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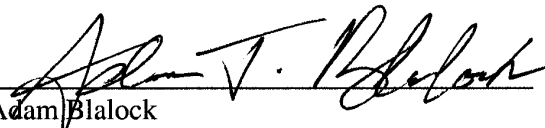
**Trademark Assignment**

**WHEREAS**, Plastics Research and Development Corporation, an Arkansas corporation, with having had a principal place of business at 3601 Jenny Lind Road Fort Smith, Arkansas 72901, ("Assignor"), has adopted, owns and is using the mark DARTER ("the Mark") in connection with the following goods and/or services: artificial fishing lures; and

**WHEREAS**, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods identified therein, Registration No. 589,602, issued on May 11, 1954; and

**WHEREAS**, EBSCO Industries, Inc., a Delaware corporation, with its principal place of business at 5724 Highway 280 East, Birmingham, Alabama 35242 ("Assignee"), desires to acquire ownership of the Mark and the above-referenced registration;

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor, by these presents does sell, assign and transfer unto the Assignee all of its right, title and interest in and to the said trademark described above, together with the goodwill of the business symbolized by said trademarks and registrations thereof, for its own use and benefit and that of its successors, assigns and legal representatives, to the full end of the term for which said trademarks are granted, as fully and entirely as the same would have been held had this assignment and sale not been made, together with all claims for damages by reason of past infringement of said trademarks, with the right to sue for and collect the same for its own use and for the use of its successors, assigns or other legal representatives; and said Assignor does hereby covenant and agree with the said Assignee to execute and deliver such other and further instruments and take such other and further actions as may be necessary or appropriate to transfer said trademark, claims for damages by reason of past infringement and right to sue and collect therefore to Assignee.



Adam Blalock  
Vice-President, Plastics Research and Development  
Corporation

Dated: 5-27-03