



03-08-2004

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings ⇌ ⇌ ⇌

RE 102686725

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): 3/3/04
 Sevenstrand Tackle Corporation

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____

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

2. Name and address of receiving party(ies)
 Name: Pure Fishing, Inc.
 Internal Address: _____
 Street Address: 1900 18th Street
 City: Spirit Lake State: Iowa Zip: 51360

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: February 26, 2004

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s)
1,298,434; 1,220,113; 1,305,718;
1,138,490; 1,120,620; 802,612

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Royslance, Abrams, Berdo & Goodman, LLP
 Internal Address: _____
 Street Address: 1300 19th Street, NW
 City: Washington State: DC Zip: 20036

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41).....\$ 165.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
18-2220
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Lance G. Johnson March 3, 2004
 Name of Person Signing Signature Date

03/05/2004 DBYRNE 00000082 1298434 Total number of pages including cover sheet, attachments, and document: 3

01 FC:8521
02 FC:8522

40.00 documents to be recorded with required cover sheet information to:
125.00 Commissioner of Patent & Trademarks, Mail Stop Assignments
P.O. Box 1450, Alexandria, VA 22313-1450.

TRADEMARK
REEL: 002922 FRAME: 0955

ASSIGNMENT

WHEREAS, SevenStrand Tackle Corporation (hereinafter ASSIGNOR), a California corporation having offices at 899 West Cowles Street, Long Beach, California 90813 owns patents or applications listed in the attached Exhibit A and trademarks or applications listed on Exhibit B by virtue of application or assignment and desires to sell and transfer all right, title, and interest in said patents or trademarks, with all rights to collect for damages associated with past infringement;

WHEREAS, Pure Fishing, Inc. a corporation duly organized under the laws of the Iowa, located and doing business at 1900 18th Street, Spirit Lake, Iowa 51360 (hereinafter ASSIGNEE), is desirous of acquiring the entire right, title and interest in and to the aforementioned patents, trademarks, and applications and all rights to damages for past infringement that may be associated with each of these patents or trademarks;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

BE IT KNOWN that for good and valuable consideration paid by said ASSIGNEE, the receipt and sufficiency of which hereby is acknowledged, ASSIGNOR, by those presents hereby does sell, assign, set over and transfer without reservation of right or entitlement to said ASSIGNEE, its successors, legal representatives or assigns, the entire right, title interest, and business goodwill in, associated with, and to the aforesaid patents, trademarks and applications for either that are listed in Exhibit A (patents) and B (trademarks) in and for the United States and all countries foreign thereto; and in, to and under the aforesaid United States application and any corresponding foreign applications and any divisional, continuing, continuation-in-part substitute or reissue applications or supplementary disclosures which may be filed on said invention in any country; and our right to file said foreign applications and claim priority under the provisions of the International Convention; and any Letters Patent or trademark of the United States or any foreign country issued or granted on said invention, trademark, and/or said applications, and in all claims and rights to bring suit for and recover damages, profits, attorney's fees, and all other available remedies for past infringement of any of said patents, trademarks, or applications;

AND ASSIGNOR HEREBY authorizes and requests the Patent Office or other issuing authority to issue any and all patents, trademarks, and/or said application to said ASSIGNEE as sole assignee; and ASSIGNOR further authorizes said ASSIGNEE to file and to prosecute any of said foreign applications in its own name;

AND ASSIGNOR HEREBY covenants that it has the full right to convey the entire right, title and interest herein assigned and that it has not executed and will not execute any assignment or other instrument in conflict herewith;

AND ASSIGNOR HEREBY further covenants and agrees to communicate to said ASSIGNEE, or its legal representatives, successors or assigns, any facts relating to said invention, including evidence for interference purposes or other proceedings, whenever requested, and to testify in any interference or in any other legal proceeding, when requested, and to execute and to deliver on request all lawful papers required to make any of the foregoing provisions effective; and to perform the aforesaid communicating, executing and delivering, without any payment except expenses and to perform the aforesaid testifying for reasonable compensation; and generally to do everything possible to aid the said ASSIGNEE, its successors, legal representatives or assigns to obtain and to enforce proper protection on and for said patents and trademarks in all countries, and likewise ASSIGNOR makes those provisions binding on its parent and subsidiary entities, successors in interest, legal representatives and/or administrators.

For SevenStrand Tackle Corporation

2/26/04
Date


Mr. William Buchanan

EXHIBIT A - Patents

DOCKET No.	COUNTRY	SERIAL NO.	PATENT NO.	TITLE	Reel/Frame	FILE DATE	INVENTOR(S)
46221	US	07/660,128	5,150,538	SUBMERGING FISHING LURE	005628/0764	2/25/1991	William Buchanan
46222	US	06/714,379	4,625,447	SOLAR POWERED FISHING LURE	004386/0717	3/21/1985	Beverly Buchanan

EXHIBIT B - Trademarks

DOCKET No.	COUNTRY	APPL. NO.	REG. NO.	TRADEMARK	FILE DATE
46223	US	73/433,872	1,298,434	SEVENSTRAND	7/11/1983
46224	US	73/267,451	1,220,113	SEVENSTRAND	6/23/1980
46225	US	73,423,039	1,305,718	SEVALON	4/25/1983
46226	US	73/202,652	1,138,490	SEVALON	2/5/1979
46227	US	73/185,135	1,120,620	GREEN MACHINE	9/11/1979
46228	US	72/202,107	802,612	KNUCKLEHEAD	9/17/1964