

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
Eswick, Inc.		08/30/2004	CORPORATION: LOUISIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EBSCO Industries, Inc.		
<b>Street Address:</b>	5724 Highway 280 East		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30309		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1861049	RATTLIN' ROGUE	
<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>Phone:</b>	404-815-3770		
<b>Email:</b>	caholland@sgrlaw.com		
<b>Correspondent Name:</b>	Christopher A. Holland		
<b>Address Line 1:</b>	1230 Peachtree St., NE		
<b>Address Line 2:</b>	Promenade II, Suite 3100		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>ATTORNEY DOCKET NUMBER:</b>	043523.010		
<b>NAME OF SUBMITTER:</b>	Christopher A. Holland		
<b>Total Attachments: 1</b> source=Rattlin Rogue Assignment#page1.tif			

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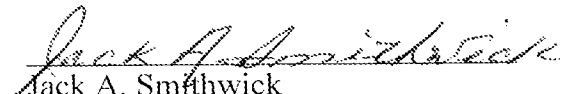
**TRADEMARK ASSIGNMENT**

WHEREAS, Eswick, Inc., a Louisiana corporation, with its principal place of business at P.O. Box 1205, Shreveport, Louisiana 71163 ("Assignor"), has adopted, owns and is using the mark RATTLIN' ROGUE ("the Mark") in connection with the following goods and/or services: 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 and/or services identified therein, Registration No. 1,861,049, registered on November 1, 1994; 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 the Mark, and the above-referenced registration;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill symbolized by the Mark, and the registration thereof, nunc pro tunc, effective as of November 7, 1997.

  
Jack A. Smithwick  
President, Eswick, Inc.

Dated effective as of: 8-30-04