

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RA Brands, L.L.C.		02/06/2004	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA	
Name:	Pure Fishing II, LLC
Street Address:	1900 18th Street
City:	Spirit Lake
State/Country:	IOWA
Postal Code:	51360
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 13		
Property Type	Number	Word Mark
Serial Number:	78148493	HEAVY COVER
Serial Number:	78220697	HI-TEST
Serial Number:	78148491	STREN SUPERLINE
Serial Number:	78148487	T-BRAID
Serial Number:	78148485	TI-BRAID
Serial Number:	78148484	TITANIUM BRAID
Registration Number:	2803710	MAGNAFLEX
Registration Number:	2043702	MAGNATHIN
Registration Number:	0678371	STREN
Registration Number:	2042660	STREN
Registration Number:	2730202	STREN
Registration Number:	2046114	
Registration Number:	2185143	STREN SENSOR

CORRESPONDENCE DATA	TRADEMARK
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CH \$340.00 78148493

Fax Number: (202)659-9344
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-659-9076
Email: ljohnson@roylance.com
Correspondent Name: Roylance Abrams Berdo & Goodman, LLP
Address Line 1: 1300 19th Street, NW, Suite 600
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER:	STREN
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NAME OF SUBMITTER:	Lance G. Johnson
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Total Attachments: 4
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**CONFIRMATORY ASSIGNMENT OF TRADEMARK
APPLICATIONS AND REGISTRATIONS
(United States)**

THIS ASSIGNMENT OF TRADEMARK APPLICATIONS AND REGISTRATIONS (this "Assignment"), dated as of February 6, 2004, is from RA BRANDS, L.L.C., a Delaware limited liability company ("Assignor") having a principal place of business at 870 Remington Drive, Madison, North Carolina, to PURE FISHING II, LLC, a Delaware limited liability company ("Assignee") having a principal place of business at 1900 18th Street, Spirit Lake, Iowa.

WITNESSETH:

WHEREAS, Assignor is the owner of the trademark registrations and applications listed on Schedule A, attached hereto and incorporated herein (the "Trademarks"); and

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated February 6, 2004, Assignor, for good and valuable consideration, assigned to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks; and

WHEREAS, Assignor now desires to confirm and record the assignment of the above-identified Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks, to Assignee.

NOW, THEREFORE, in consideration of the sum of ONE DOLLAR (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and conveys to Assignee the entire right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks.

IN WITNESS WHEREOF, Assignor and Assignee have each caused this Assignment to be duly executed by their duly appointed representatives as of the day and year first above written.

ASSIGNOR:

RA BRANDS, L.L.C.

By: 

Its: President & CEO

ASSIGNEE:

PURE FISHING II, LLC

By: 

Its: President

EXHIBIT A

Trademark Applications

Mark	Serial No.	Filing Date
HEAVY COVER	78/148,493	07-29-2002
HI-TEST	78/220,697	03-03-2003
STREN SUPERLINE	78/148,491	07-29-2002
T-BRAID	78/148,487	07-29-2002
TI-BRAID	78/148,485	07-29-2002
TITANIUM BRAID	78/148,484	07-29-2002

Trademark Registrations

Mark	Reg. No.
MAGNAFLEX	2,803,710
MAGNATHIN	2,043,702
STREN	678,371
STREN	2,042,660
STREN	2,730,202
STREN Fish Design	2,046,114
STREN SENSOR	2,185,143

**CONFIRMATORY ASSIGNMENT OF TRADEMARK
REGISTRATIONS
(Foreign)**

THIS ASSIGNMENT OF TRADEMARK REGISTRATIONS (this "Assignment"), dated as of February 6, 2004, is from RA BRANDS, L.L.C., a Delaware limited liability company ("Assignor") having a principal place of business at 870 Remington Drive, Madison, North Carolina, to PURE FISHING II, LLC, a Delaware limited liability company ("Assignee") having a principal place of business at 1900 18th Street, Spirit Lake, Iowa.

WITNESSETH:

WHEREAS, Assignor is the owner of the trademark registrations listed on Schedule A, attached hereto and incorporated herein (the "Trademarks"); and

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated February 6, 2004, Assignor, for good and valuable consideration, assigned to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks; and

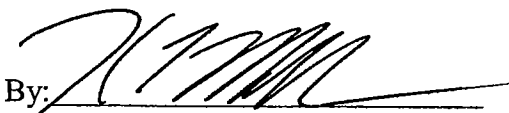
WHEREAS, Assignor now desires to confirm and record the assignment of the above-identified Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks, to Assignee.

NOW, THEREFORE, in consideration of the sum of ONE DOLLAR (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and conveys to Assignee the entire right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks.

IN WITNESS WHEREOF, Assignor and Assignee have each caused this Assignment to be duly executed by their duly appointed representatives as of the day and year first above written.

ASSIGNOR:

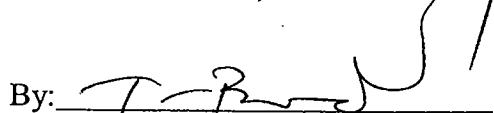
RA BRANDS, L.L.C.

By: 

Its: President & CEO

ASSIGNEE:

PURE FISHING II, LLC

By: 

Its: President

EXHIBIT A

Trademark Registrations

Country	Mark	Reg. No.
Australia	STREN	725086
Austria	STREN	57600
Benelux	STREN	74646
Canada	STREN	TMA115,240
Canada	STREN	TMA474,244
European Community	STREN	185009
European Community	STREN SENSOR	707885
Finland	STREN	50446
France	STREN	1342715
Germany	STREN	832718
Great Britain	STREN	894133
Greece	STREN	35436
Ireland	STREN	69857
Israel	STREN	25891
Italy	STREN	756628
Japan	STREN	783661
Korea	STREN	100792
Mexico	STREN	285353
New Zealand	STREN	121219
Norway	STREN	70068
Portugal	STREN	136.354
South Africa	STREN	95/16650
Spain	STREN	503834
Sweden	STREN	118179
Switzerland	STREN	346207