

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pure Fishing, Inc.	FORMERLY Berkley Inc.	06/30/2000	CORPORATION: IOWA
Berkley Inc.	FORMERLY Berkley and Co. d/b/a Berkley Corporation	06/30/2000	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	Pure Fishing, Inc.		
Street Address:	1900 18th Street		
City:	Spirit Lake		
State/Country:	IOWA		
Postal Code:	51360		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1568574	POWER BAIT	
Registration Number:	1452323	BERKLEY SERIES ONE	
Registration Number:	1460104	BERKLEY	
CORRESPONDENCE DATA			
Fax Number:	(202)659-9344		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-659-9076		
Email:	pfdocketing@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		
NAME OF SUBMITTER:	Lance Johnson		
Signature:	/LanceJohnson/		

OP \$90.00 1568574

Date:

04/12/2005

Total Attachments: 0

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