

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	05/31/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bobber Products, Inc.		05/31/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Rubbercraft Corporation of California, Ltd.
Street Address:	6550 Caballero Boulevard
Internal Address:	Attn: Donald Naab, CEO
City:	Buena Park
State/Country:	CALIFORNIA
Postal Code:	90620
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	1327218	TACKLE GRIP
Registration Number:	1316963	EZ-GRIP
Registration Number:	1076950	
Registration Number:	1053932	BOBBER

CORRESPONDENCE DATA

Fax Number: (619)234-3815
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 619-338-6636
 Email: tadams@sheppardmullin.com
 Correspondent Name: Trina F. Adams
 Address Line 1: 501 West Broadway, 19th Floor
 Address Line 4: San Diego, CALIFORNIA 92101

NAME OF SUBMITTER: Trina F. Adams

TRADEMARK

900025866

REEL: 003096 FRAME: 0956

CH \$115.00 1327218

Signature:	/Trina F. Adams/
Date:	06/06/2005
Total Attachments: 3 source=BobberAssignment#page1.tif source=BobberAssignment#page2.tif source=BobberAssignment#page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made as of May 31, 2005 by and between Bobber Products, Inc. and BPI Rubber, Inc., both California corporations ("Assignor"), and Rubbercraft Corporation of California, Ltd., ("Assignee").

WHEREAS, Assignor is the owner of (i) the trademarks "EZ-GRIP," "TACKLE GRIP," and "BOBBER" and "the Bobber Logo" together with (a) any derivative or variation thereof that might create the impression to the reasonable consumer that the products thus marked are manufactured or distributed by, or otherwise associated with, a single business enterprise and (b) any applications, registrations, filings, renewals and extensions relating thereto including, without limitation, those listed on Exhibit "A" hereto (collectively, the "Marks"), and (ii) the goodwill associated therewith (the "Goodwill"); and

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Marks and the Goodwill.

NOW, THEREFORE, Assignor and Assignee, in consideration of the mutual agreements herein contained and for other good and valuable consideration (including, without limitation, the consummation of the transactions contemplated by that certain Agreement for Purchase of Assets dated as of the date hereof among Assignor, Rose McCollum and Assignee (the "Agreement")), acknowledged by each of them to be satisfactory and adequate, do hereby agree as follows:

1. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest in and to the Marks, together with (i) the Goodwill, (ii) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks, and (iii) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

2. Assignor further conveys, transfers, assigns, delivers, and contributes to Assignee all rights in the trade dress, labels, and designs associated with the Marks.

3. Assignor further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks.

Assignor acknowledges that neither the execution and delivery of this Assignment by Assignor nor the acceptance thereof by Assignee shall be (or be deemed to be) a waiver or discharge of any representation, warranty, covenant or agreement of Assignor or Assignee in or under the Agreement, which representations, warranties, covenants and agreements are incorporated herein by reference; nor shall such execution and delivery, or such acceptance, be deemed a modification of the Agreement in any respect.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Assignment to Assignee as of the day and year first above written.

"Assignor"

Bobber Products, Inc.
a California corporation

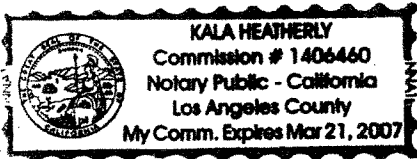
By Rose McCollum CEO
Rose McCollum, Chief Executive Officer

BPI Rubber, Inc.
a California corporation

By Rose McCollum CEO
Rose McCollum, Chief Executive Officer

STATE OF CA)
) SS:
COUNTY OF) ORANGE

On this 31st day of May, 2005, before me personally appeared Rose McCollum, who acknowledged ^{himself} to be the CE of ~~Bobber Products, Inc.~~ BPI Rubber, Inc. and that she, as such CEO, being authorized to do so, executed this instrument on behalf of such corporation. IN WITNESS WHEREOF, I hereunto set my hand and official seal.



Kala Heatherly
Notary Public

(Affix stamp)

EXHIBIT A

Trademarks

<u>Description</u>	<u>Serial/ Registration Number</u>	<u>Filing/ Registration Date</u>
TACKLE GRIP	1327218	03/26/1985
EZ-GRIP	1316963	01/29/1985
[BOBBER LOGO]	1076950	11/08/1977
BOBBER	1053932	12/07/1976