

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Luhr Jensen & Sons, Inc.		10/17/2005	CORPORATION: OREGON

RECEIVING PARTY DATA	
Name:	Willtech (PRC) Ltd.
Street Address:	Nos. 15-33 Kwai Tak Street
Internal Address:	Unit A., 10/F., Block 2, Kwai Industrial Centre
City:	Kwai Chung, New Territories
State/Country:	HONG KONG
Entity Type:	Limited Company: HONG KONG

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Registration Number:	418761	COWBELL
Registration Number:	855040	DAVE DAVIS
Registration Number:	1750239	
Registration Number:	1869774	DIPSY DIVER
Registration Number:	1349753	FIREPLUG
Registration Number:	1533365	GENUINE CRANKBAIT BRAND
Registration Number:	0815413	HERRING DODGER
Registration Number:	1491339	HOT LIPS EXPRESS
Registration Number:	1424079	HOT SHOT
Registration Number:	577739	HOTROD
Registration Number:	1414334	JELLY BELLY
Registration Number:	1324828	KROCODILE
Registration Number:	1127924	KWIKFISH
Registration Number:	1336930	LOCO

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Registration Number:	1441336	MR. CHAMP
Registration Number:	821083	NEEDLEFISH
Registration Number:	823337	OKIE DRIFTER
Registration Number:	1467531	PIRATE
Registration Number:	1443377	SAMMY SPECIAL
Registration Number:	1442294	SHYSTER
Registration Number:	1412490	SUPER FLASHER
Registration Number:	0652344	TONY ACCETTA
Registration Number:	1803332	WOODCHOPPER

CORRESPONDENCE DATA

Fax Number: (612)340-8856
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (612) 340-2656
Email: ip.docket@dorsey.com
Correspondent Name: Travis L. Bachman
Address Line 1: 50 South Sixth Street
Address Line 2: Suite 1500
Address Line 4: Minneapolis, MINNESOTA 55402-1498

ATTORNEY DOCKET NUMBER: 66938+

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER: Travis L. Bachman

Signature: /Travis L. Bachman/

Date: 11/15/2005

Total Attachments: 7

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TRADEMARK ASSIGNMENT

WHEREAS, Luhr Jensen & Sons, Inc., an Oregon corporation ("LJS"), is the owner of the trademarks, trademark registrations and applications in the form more fully described in Exhibit A hereto (the "Marks");

WHEREAS, LJS and Willtech (PRC) Ltd., a Hong Kong limited company ("Willtech"), have executed that certain Asset Purchase Agreement dated October 17, 2005, by and among LJS, Willtech, Normark Corporation, a Minnesota corporation, Industrias Piscis, S.A. de C.V. ("Industrias Piscis"), and Philip W. Jensen, an individual residing in Oregon ("Jensen") (the "Asset Purchase Agreement"); and

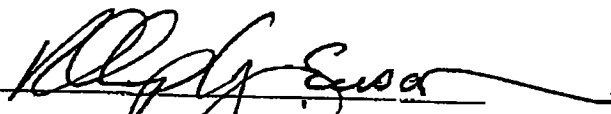
WHEREAS, pursuant to the terms of the Asset Purchase Agreement, LJS desires to assign and Willtech desires to receive all of LJS's right, title and interest in and to the Marks, together with the goodwill associated therewith.

NOW THEREFORE, for the consideration set forth in the Asset Purchase Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, LJS hereby sells, transfers, assigns and sets over unto Willtech, its successors and assigns, all of LJS's entire right, title and interest in and to the Marks throughout the world, together with the goodwill associated therewith and symbolized by the Marks, all common law rights related thereto, all rights of registration, renewal and extension, and the right to recover for damages and profits for past infringements thereof.

LJS agrees to execute and deliver at the request of Willtech all papers, instruments, and assignments, and to perform any other reasonable acts Willtech may request in order to vest all of LJS's right, title, and interest in and to the Marks in Willtech and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Willtech, to the extent such evidence is in the possession or control of LJS.

Executed as of October 17, 2005.

LUHR JENSEN & SONS, INC

By: 
Name: Philip W. Jensen
Its: President

SCHEDULE 3.12(a)(i)

OWNED INTELLECTUAL PROPERTY RIGHTS


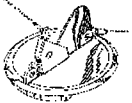
Registered Intellectual Property RightsPatents

None



Copyrights

None

Trademarks

Country / State	Trademark	Application No.	Application Date	Registration No.	Registration Date	Next Renewal	Recorded Owner*
Canada	ABE & AL	258784	9/13/1960	TMA121829	4/14/1961	4/14/2006	Luhr Jensen & Sons (B.C.) Ltd.
Canada	BANG TAIL	394331	2/10/1976	TMA221564	6/30/1977	6/30/2007	Luhr Jensen & Sons (B.C.) Ltd.
Canada	COWBELL	197561	12/2/1947	UCA028850	12/2/1947	12/2/2007	Luhr Jensen & Sons (B.C.) Ltd.
United States	COWBELL (Stylized) 	71/483901	5/29/1945	0418761	1/8/1946	1/8/2006	Luhr Jensen & Sons, Inc.
Canada	DAVE DAVIS	316589	9/30/1968	TMA166484	11/28/1969	11/28/2014	Luhr Jensen & Sons, Inc.
United States	DAVE DAVIS	72/274088	6/16/1967	0855040	8/20/1968	8/20/2008	Luhr Jensen & Sons, Inc.
Canada	DEEP SIX	375452	5/22/1974	TMA205544	2/28/1975	2/28/2020	Luhr Jensen & Sons, Inc.
United States	Design of Planer Board 	74/117991	11/26/1990	1750239	2/2/1993	2/2/2013	Luhr Jensen & Sons, Inc.
United States	DIPSY DIVER	74/470726	12/20/1993	1869774	12/27/1994	12/27/2014	Luhr Jensen & Sons, Inc.
United States	FIREPLUG	73/516519	1/7/1985	1349753	7/16/1985	1/16/2006 (with grace period)	Luhr Jensen & Sons, Inc.
Canada	FORD FENDER	201175	11/13/1948	UCA030797	11/13/1948	11/13/2008	Luhr Jensen & Sons (B.C.) Ltd.
United States	GENUINE CRANKBAIT BRAND	73/697868	11/27/1987	1533365	4/4/1989	4/4/2009	Luhr Jensen & Sons, Inc.
Canada	HERRING DODGER	305077	5/19/1967	TMA156547	4/26/1968	4/26/2013	Luhr Jensen & Sons (B.C.) Ltd.
United States	HERRING DODGER	72/226193	8/19/1965	0815413	9/20/1966	9/22/2006	Luhr Jensen & Sons, Inc.

* Luhr Jensen & Sons, Inc. is actual owner of all Registered Intellectual Property Rights, but documents reflecting ownership have not been recorded against certain registrations.

Country / State	Trademark	Application No.	Application Date	Registration No.	Registration Date	Next Renewal	Recorded Owner*
United States	HOT LIPS EXPRESS	73/693171	11/2/1987	1491339	6/7/1988	6/7/2008	Luhr Jensen & Sons, Inc.
Canada	HOT SHOT	317904	11/25/1968	TMA164544	8/8/1969	8/8/2014	Luhr Jensen & Sons (B.C.) Ltd.
United States	HOT SHOT	73/598894	5/15/1986	1424079	1/6/1987	1/6/2007	Luhr Jensen & Sons, Inc.
Canada	HOTROD	220255	6/22/1953	UCA045226	6/22/1953	6/22/2013	Luhr Jensen & Sons, Inc.
United States	HOTROD (Stylized) HOTROD	71/640674	1/13/1953	0577739	7/21/1953	7/21/2013	Luhr Jensen & Sons, Inc.
United States	JELLY BELLY (Stylized) 	73/586879	3/7/1986	1414334	10/21/1986	10/21/2006	Luhr Jensen & Sons, Inc.
United States	KROCODILE	73/489375	7/11/1984	1324828	3/12/1985	3/12/2015	Luhr Jensen & Sons, Inc.
United States	KWIKFISH	73/148388	11/14/1977	1127924	12/18/1979	12/18/2009	Luhr Jensen & Sons, Inc.
United States	LOCO	73/495979	8/22/1984	1336930	5/21/1985	11/21/2005 (with grace period)	Luhr Jensen & Sons, Inc.
United States	MR. CHAMP	73/624593	10/3/1986	1441336	6/2/1987	6/2/2007	Luhr Jensen & Sons, Inc.
United States	NEEDLEFISH	72/225327	8/9/1965	0821083	12/27/1966	12/27/2006	Luhr Jensen & Sons, Inc.
United States	OKIE DRIFTER	72/237239	1/25/1966	0823337	1/31/1967	1/31/2007	Luhr Jensen & Sons, Inc.
Italy	PET	2509987	12/14/1987	513134 prev. 220221	8/4/1989 prev. 2/1/1968	12/14/2007	T. Accetta & Son
United States	PIRATE	73/657914	4/29/1987	1467531	12/1/1987	12/1/2007	Luhr Jensen & Sons, Inc.
Canada	PT. DEFIANCE	394629	2/17/1976	TMA221568	6/30/1977	6/30/2007	Luhr Jensen & Sons (B.C.) Ltd.
United States	SAMMY SPECIAL	73/626049	10/20/1986	1443377	6/16/1987	6/16/2007	Luhr Jensen & Sons, Inc.
United States	SHYSTER	73/626048	10/20/1986	1442294	6/9/1987	6/9/2007	Luhr Jensen & Sons, Inc.
United States	SUPER DUPER	75/230537	1/24/1997	2199339	10/27/1998	10/27/2008	Luhr Jensen & Sons, Inc.
United States	SUPER FLASHER	73/589432	3/24/1986	1412490	10/7/1986	10/7/2006	Luhr Jensen & Sons, Inc.
Canada	TEE SPOON	718252	12/8/1992	TMA437602	12/30/1994	12/30/2009	Luhr Jensen & Sons, Inc.
Canada	TOM MACK	519290	3/27/1984	TMA296717	11/2/1984	11/2/2014	Luhr Jensen & Sons (B.C.) Ltd.
Italy	TONY ACCETTA	2509887	12/14/1987	533992 prev. 220220	9/12/1990 prev. 2/1/1968	12/14/2007	T. Accetta & Son
United States	TONY ACCETTA (Stylized) 	72/007230	4/27/1956	0652344	10/1/1957	10/1/2007	Luhr Jensen & Sons, Inc.

Country / State	Trademark	Application No.	Application Date	Registration No.	Registration Date	Next Renewal	Recorded Owner*
United States	WOODCHOPPER	74/369976	3/22/1993	1803332	11/9/1993	11/9/2013	Luhr Jensen & Sons, Inc.

Domain Names




Domain Name	Registrar	Created Date	Expiration Date	Registered Owner
luhrjensen.com	Network Solutions, LLC	1/16/2004	12/9/2009	Luhr Jensen & Sons

Unregistered Intellectual Property Rights

Copyrights

All unregistered copyrights necessary for the conduct of the Lure Business as conducted or proposed to be conducted, excluding the Excluded Assets.

Trademarks




Trademark
ABE & AL
ALASKAN
ATTRACTO
BABY HOT LIPS EXPRESS T.A.
BANG TAIL
BARACUDA REFLECTO
BARRACUDA
BARRACUDA FLORIDA FISHING TACKLE SAINT PETERSBURG FLORIDA, U.S.A. MFG. CO. INC. & Design

BASS "ORENO"
BASS ORENO
BIG GAME WOODCHOPPER
BIGFOOT TACKLE COMPANY & Design

BIRDY
BOLO
BRUSH BABY
CANADIAN WONDER
CHOWHOUND
CLEARWATER FLASH
COWBELL TROLL - BABY
COWBELL TROLL - STANDARD
COYOTE SPOON
CUTPLUG
CUTPLUG (Stylized)

CW
DALTON FISH STICK
DALTON FISH STICK & Design

<i>Trademark</i>


DALTON SPECIAL
DEEP SECRET
DEEP SIX
DEFIANCE
Design of Boy

DIAMOND KING
DIPSY DIVER
DIPSY DIVER SNUBBER
FENDER BENDER
FINGERLING HI-CATCH
FISHBACK
FLASHER
FLASHTAILS
FLEX-I-TROLL
FORD FENDER
FORD FENDER TROLL
GOF-T
HERRING AID
HERRING DODGER
HOBO
HOBO/RED FEATHER
HONEST ABE
HOT LIPS
HOT LIPS EXPRESS T.A.
HOT SHOT
HOT SHOT I LUHR JENSEN (Design of Lure)

HOT SHOT S.E. W/ RATTLE
HOT SHOT W/ RATTLE
HOT TAIL
HOTROD
HOTROD WOBBLER
HUS-LURE
JACK-O-DIAMONDS
JACK-O-DIAMONDS (Stylized)
JACK-O-DIAMONDS
JENSEN DODGER
JERK N SAM
JET DIVER
JEWEL BEAD SPINNER
J-PLUG
J-PLUG W/ RATTLE
KELP-KUTTER
KELP-KUTTER (Stylized)
KELP-KUTTER
KILLER DILLER
KLAWDAD
KOKANEE TROLL
KRANKY BABY
KROCODILE
KWIKFISH
KWIKFISH STRETCHY THREAD

Trademark
KWIKFISH W/ RATTLE
LEADER TOTE
LES DAVIS
LES DAVIS CANADIAN WONDER
LJ & Design

LUHR JENSEN
LUHR JENSEN (Stylized)

LJ LUHR JENSEN & Design (Combined Logo)

LURETAILS
MCPAHON
MINI DIPSY SNUBBER
MONO-FLEX
MOONLIGHT
MR. CHAMP
NEEDLEFISH
NIP-I-DIDDEE
NORTH STAR FLY
ODD BALL
ORIGINAL CLAMSHELL SPINNER (Stylized)

OZARK MOUNTAIN
OZARK MOUNTAIN & Design

P.J. POP
PET (Stylized)

PET SPOON HVY
PET SPOON/YELLOW FEATHER
PHOSPHOR GLO
PINK LADY
PIRATE
PLAYMAKER
POINT
POWER DIVE
POWER DIVE MINNOW
POWER FLASH
POWER STRIP
PRISMLITE
PRO STRINGER
PT.
PT. DEFIANCE
RAINBOW SPINNER
REFLECTO (Stylized)

RIPPLE
RIPPLE TAIL
ROCK WALKER
ROD POD

Trademark
ROE WRAP
ROGUE BAIT RIG
RUDDER-2/PK
RUSH TANGO
SCALELITE
SCHOOLIE
SHARPIE (Stylized)
Sharpie.
SHRIMP LOUIE
SHYSTER
SINKER RELEASE
SLEEK
SLIM JIM
SPEED TRAP
STRAND ROYAL
STRIPRIGS
STRIPTEASER
SUGAR SHAD
SUPER DUPER
SUPERIOR
TEE SPOON
TEE SPOONS (Stylized)
TEE SPOONS
TEESPOON
TIGER TAIL
TIGER TAIL (Stylized)
TIGER TAIL
TOM MACK
TONY SPOON
TONY SPOON-HEAVY
TRIPLE DEEP
TROLL RUDDER-PLASTIC
TROLL SNUBBER
TROLL SPEED
TROLL-EASE
TWIN FLASH
TWINKLETAIL
V-8 (Stylized)
V-8
VELUX
VELUX (Stylized)
VELUX
WALLEYE BOTTOM WALKER
WHERE LEGENDS LIVE
WILLOW LEAF TROLL
WITCH DOCTOR
WOODCHOPPER
YO HO