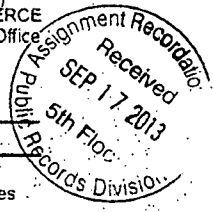
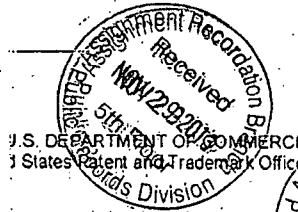


11/29/2013



103664174



Re 1036611932  
RS 103662860 11/29/13

Form 101 (Rev. 05-09-04) (Exp. 04/13)  
OMB Collection 0651-0022

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):  
KEN L. CHAMMONT

Individual(s)       Association  
 Partnership       Limited Partnership  
 Corporation- State: \_\_\_\_\_  
 Other \_\_\_\_\_

Citizenship (see guidelines) USA

Additional names of conveying parties attached?  Yes  No

2. Name and address of receiving party(ies)  
Additional names, addresses, or citizenship attached?  Yes  No

Name: HAVE LURE, LLC

Street Address: 15325 HOUSTON ROAD SOUTH

City: HOUSTON

State: LOUISIANA

Country: USA Zip: 71043

Individual(s) Citizenship \_\_\_\_\_  
 Association Citizenship \_\_\_\_\_  
 Partnership Citizenship \_\_\_\_\_  
 Limited Partnership Citizenship \_\_\_\_\_  
 Corporation Citizenship \_\_\_\_\_  
 Other LLC Citizenship USA (Louisiana)

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

3. Nature of conveyance/Execution Date(s):  
Execution Date(s) 8-1-13

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text 3172406  
3081999

B. Trademark Registration No.(s) PLEASE SEE ATTACHED.

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:  
Name: JEFFREY P. BATES

Internal Address: \_\_\_\_\_

Street Address: 101 S. PINE STREET

City: LUFKIN

State: TX Zip: 75901

Phone Number: 936-639-2900

Docket Number: \_\_\_\_\_

Email Address: jbates@lucad.com

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 92.00

Authorized to be charged to deposit account  
 Enclosed

8. Payment Information:  
Deposit Account Number \_\_\_\_\_  
Authorized User Name \_\_\_\_\_

9. Signature: [Signature]  
Signature  
JEFFREY P. BATES  
Name of Person Signing

09/18/2013 00000049 3172406  
01 FC:8521 Date  
Total number of pages including cover sheet, attachments, and document: 4

40.00 OP  
25.00 OP

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

# ASSIGNMENT OF RIGHTS-TRADEMARK 3,172,406

~~Curtis G. Carver~~/ Ken Chaumont ("Assignor") are owners of U.S. Registered Trademark No. 3,172,406, dated November 14, 2006, titled "RIBBIT", (the "Trademark"). Hale Lure, LLC ("Assignee") desires to acquire rights in and to the Trademark.

Therefore, for valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee 100% of its right, title and interest in the Trademark to Assignee for the entire term of the Trademark and any reissues or extensions and for the entire terms of any trademarks, reissues or extensions that may issue from foreign applications, divisions, continuations in whole or part or substitute applications filed claiming the benefit of the Trademark. The right, title and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Assignor further agrees to: (a) cooperate with Assignee in the protection of the trademark rights and prosecution and protection of foreign counterparts; (b) execute, verify, acknowledge and deliver all such further papers, including trademark applications and instruments of transfer; and (c) perform such other acts as Assignee lawfully may request to obtain or maintain the Trademark and any and all applications and registrations for the invention in any and all countries.

Date: Aug 1, 2012

BY: Ken Chaumont

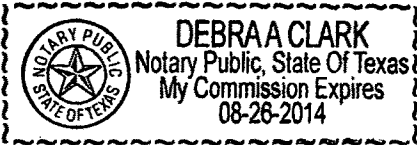
Ken Chaumont, Assignor

~~BY: \_\_\_\_\_~~

~~Curtis G. Carver, Assignor~~

STATE OF TEXAS :  
COUNTY OF Jefferson :

This instrument was acknowledged before me on the 1<sup>st</sup> day of August, 2013, by Ken Chaumont, with full authority so to do.



Debra A. Clark  
Notary Public, State of Texas

My Commission Expires: 8/26/14

~~STATE OF TEXAS :  
COUNTY OF \_\_\_\_\_ :~~

~~This instrument was acknowledged before me on the \_\_\_\_\_ day of \_\_\_\_\_, 2013, by Curtis G. Carver, with full authority so to do.~~

~~\_\_\_\_\_  
Notary Public, State of Texas~~

~~My Commission Expires: \_\_\_\_\_~~

# ASSIGNMENT OF RIGHTS-TRADEMARK 3,081,999

Ken L. Chaumont ("Assignor") is owner of U.S. Registered Trademark No. 3,081,999, dated April 18, 2006, titled "Reel It. Feel It.", (the "Trademark"). Hale Lure, LLC ("Assignee") desires to acquire rights in and to the Trademark.

Therefore, for valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee 100% of its right, title and interest in the Trademark to Assignee for the entire term of the Trademark and any reissues or extensions and for the entire terms of any trademarks, reissues or extensions that may issue from foreign applications, divisions, continuations in whole or part or substitute applications filed claiming the benefit of the Trademark. The right, title and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Assignor further agrees to: (a) cooperate with Assignee in the protection of the trademark rights and prosecution and protection of foreign counterparts; (b) execute, verify, acknowledge and deliver all such further papers, including trademark applications and instruments of transfer; and (c) perform such other acts as Assignee lawfully may request to obtain or maintain the Trademark and any and all applications and registrations for the invention in any and all countries.

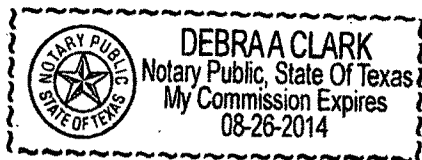
Date: Aug 1, 2013

BY: Ken L. Chaumont

Ken L. Chaumont, Assignor

STATE OF TEXAS :  
COUNTY OF Jefferson :

This instrument was acknowledged before me on the 1<sup>st</sup> day of August, 2013, by Ken L. Chaumont, with full authority so to do.



Debra A. Clark  
Notary Public, State of Texas

My Commission Expires: 8/26/14