

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM422852

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Betts Tackle, Ltd		02/15/2017	Corporation: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Folsom Corporation		
<b>Street Address:</b>	43 McKee Dr.		
<b>City:</b>	Mahwah		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07430		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1810911	MARATHON ORIGINAL TACKLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	504 582123		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	5045691639		
<b>Email:</b>	lbrignac@kingkrebs.com		
<b>Correspondent Name:</b>	Len Brignac		
<b>Address Line 1:</b>	201 St. Charles Ave		
<b>Address Line 2:</b>	45th floor		
<b>Address Line 4:</b>	New Orleans, LOUISIANA 70170		
<b>NAME OF SUBMITTER:</b>	Len Brignac		
<b>SIGNATURE:</b>	/Len Brignac/		
<b>DATE SIGNED:</b>	04/06/2017		
<b>Total Attachments: 2</b>			
source=N1306862#page1.tif			
source=N1306862#page2.tif			

OP \$40.00 1810911

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT ("Assignment") is entered into by and between Betts Tackle, Ltd., a North Carolina corporation with offices at 1701 W. Academy St., Fuquay-Varina, North Carolina 27526 ("ASSIGNOR"), and Folsom Corporation, a New York corporation with an address of 43 McKee Dr., Mahwah, New Jersey 07430 ("ASSIGNEE"), and this Agreement is made effective as of this 15<sup>th</sup> day of February, 2017 (the "Effective Date").

**WHEREAS**, ASSIGNOR is the owner of all right, title and interest in the trademark MARATHON ORIGINAL TACKLE, U.S. Registration No. 1,810,911 (the "Trademark Registration") and to unregistered variations of MARATHON ORIGINAL TACKLE including the mark MARATHON (the "Trademarks") for fishing tackle.

**WHEREAS**, ASSIGNOR desires to sell, transfer, assign, and convey to ASSIGNEE all of ASSIGNOR'S right, title, and interest in and to the Trademarks and the Trademark Registration, and all associated goodwill.

**NOW THEREFORE**, in consideration of ASSIGNEE paying the sum of [REDACTED] Dollars, with payment of [REDACTED] Dollars at execution of this Assignment and final payment of [REDACTED] Dollars made not later than sixty (60) days thereafter, paid to ASSIGNOR, the sufficiency of which is hereby acknowledged, as well as the receipt of the first [REDACTED] Dollars is acknowledged. ASSIGNOR hereby conveys, transfers, assigns and delivers to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Trademarks and the Trademark Registration.

ASSIGNEE further agrees not to advertise, market, identify, sell, distribute or otherwise use any of the Trademarks in connection with poppers, flies, casting nets and related products.

ASSIGNOR hereby sells, assigns, transfers and conveys to ASSIGNEE 100% undivided interest to the entire right, title and interest in and to the Trademarks and Trademark Registration in the United States and in all jurisdictions outside the United States, together with any goodwill associated with, connected with and/or symbolized by the Trademarks and Trademark Registration. By this Assignment, ASSIGNEE is granted the irrevocable right to maintain and renew the Trademark Registration, the right to apply for other Trademark Registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority rights that may arise from the Trademark Registration or any future Trademark Registrations related to the above or other Trademark Registrations based in whole or in part upon the Trademark, the same to be held and enjoyed by ASSIGNEE as fully and entirely as said interest could have been held and enjoyed by ASSIGNOR had this sale, assignment, transfer and conveyance not been made.


ASSIGNOR authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record this Assignment and transfer of the ownership of the Trademark Registration to ASSIGNEE'S right, title and interest therein. ASSIGNOR agrees to further execute any documents reasonably necessary to effect this Assignment or to confirm ASSIGNEE'S ownership of the Trademark and the Trademark Registration.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment for all purposes as of the Effective Date set forth in the first paragraph hereof.

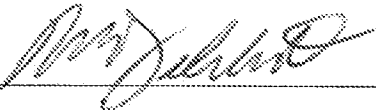
AGREED: Betts Tackle, Ltd.

AGREED: Folsom Corporation

By:

  
\_\_\_\_\_

By:

  
\_\_\_\_\_

Print

Name: Donald W. Betts

Print

Name: Robert F. Usolt

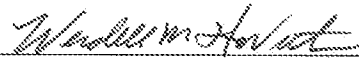
Title:

President

Title:

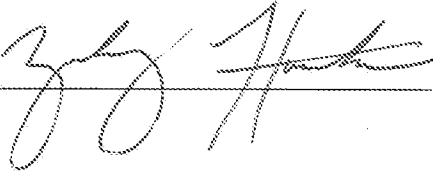
Vice President

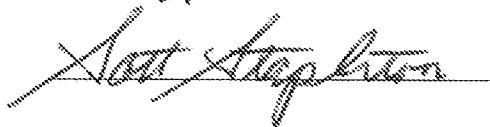
WITNESSES:

  
\_\_\_\_\_

WITNESSES:

  
\_\_\_\_\_

  
\_\_\_\_\_

  
\_\_\_\_\_