

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM445939

<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>
Lurecraft Fisherman's Shop, Inc.		10/03/2017	Corporation: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Shimano Inc.		
<b>Street Address:</b>	3-77 Oimatsu-cho, Sakai-ku		
<b>City:</b>	Sakai City, Osaka		
<b>State/Country:</b>	JAPAN		
<b>Postal Code:</b>	590-8577		
<b>Entity Type:</b>	Corporation: JAPAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4772960	INFINITY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3102030567		
<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>	310-203-8080		
<b>Email:</b>	trademarkdocket@jmbm.com		
<b>Correspondent Name:</b>	Rod S. Berman		
<b>Address Line 1:</b>	Jeffer Mangels Butler & Mitchell LLP		
<b>Address Line 2:</b>	1900 Avenue of the Stars, 7th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	57139-1104		
<b>NAME OF SUBMITTER:</b>	Rod S. Berman		
<b>SIGNATURE:</b>	/rod s. berman/		
<b>DATE SIGNED:</b>	10/04/2017		
<b>Total Attachments: 3</b>			
source=Trademark Assignment (redacted) - U.S. Reg. No. 4772960 - INFINITY#page1.tif			
source=Trademark Assignment (redacted) - U.S. Reg. No. 4772960 - INFINITY#page2.tif			
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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement") is made effective as of the date of the last signature below ("Effective Date"), and is by and between Lurecraft Fisherman's Shop, Inc., an Indiana corporation with a principal address at 10195 West State Road 120, Orland Indiana 46776, U.S.A. ("Assignor"), and Shimano Inc. a Japanese corporation with a principal address at 3-77 Oimatsu-cho, Sakai-ku, Sakai City, Osaka 590-8577 Japan, ("Assignee"). Assignor and Assignee shall be collectively referred to as the "Parties" and singly as a "Party".

WHEREAS, Assignor is the owner of the trademark INFINITY that is the subject of U.S. Reg. No. 4772960 (the "Mark"), and the good will associated therewith.

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Mark, as well as the goodwill associated therewith.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the foregoing recitals and definitions being incorporated herein, the Parties agree as follows:

1. Assignment. As of the Effective Date, Assignor does assign, transfer and convey to Assignee, and Assignee does accept from Assignor, all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any and all claims, demands and causes of action for infringement of the Mark, past, present and future, and all of the proceeds from the foregoing, free of any liens, security interests and other encumbrances. As of the Effective Date, Assignor shall not interfere with Assignee's use, applications to register or registrations, of the Mark, alone or in combination with other terms or symbols.
2. Representations. Assignor represents and warrants to Assignee that it owns the Mark, the goodwill of the business symbolized by the Mark, and any and all claims, demands and causes of action for infringement of the Mark, past and present, that is not aware of any third party claims that use of the Mark infringes any rights of the third party, that it has no knowledge that the Mark is invalid and/or not enforceable, and that there are no liens, security interests or other encumbrances on the Mark and the goodwill of the business symbolized by the Mark.

4. Acknowledgements. Each Party acknowledges:

A. It has received independent legal advice from counsel with respect to the advisability of entering into this Agreement. Prior to the execution of this Agreement, each Party and its legal counsel has had adequate opportunity to make whatever investigation and inquiry they may deem necessary or desirable in connection with the subject matter of the Agreement;

B. It enters into this Agreement of its own free will, without reservation, and acts under no force or duress or coercion of any kind or character in so doing;

C. The individuals executing this Agreement are duly authorized representatives and each such individual has the requisite authority to enter into this Agreement on behalf of his or her principal;

D. This Agreement has been carefully read by each Party, and all the terms used herein and their significance, both factual and legal, are known and understood by each Party; and

E. Each Party agrees to perform any further acts and execute and deliver any documents that may be reasonably necessary to carry out the provisions of this Agreement.

5. Governing Law and Jurisdiction. This Agreement shall be governed by and construed in accordance with the laws of the State of Indiana U.S.A., without giving effect to its rules of conflict of laws.

6. Binding Agreement. This Agreement is binding upon, and shall inure to the benefit of, the Parties and each of their respective heirs, successors, assigns, directors, officers, employees, agents, shareholders, insurers, parents, subsidiaries and affiliates.

7. Entire Agreement. This Agreement contains the entire understanding between the Parties with respect to the subject matter contained herein, and supersedes any prior or contemporaneous written or oral agreements or representations concerning the within subject matter.

8. No Waiver. No waiver of any of the provisions of this Agreement shall be deemed, or shall constitute, a waiver of any other provisions, whether or not similar, nor shall any waiver constitute a continuing waiver. No waiver shall be binding unless executed in writing by the party making the waiver.

9. No Modification. This Agreement may not be amended or modified at any time except by written instrument executed by authorized representatives of each Party.

10. Severability. If any provision of this Agreement shall be found to be unlawful, void or unenforceable in whole or in part for any reason, such provision or such part thereof shall be deemed separate from and shall in no way affect the validity of the remainder of this Agreement. If such provision or part thereof shall be deemed unlawful, void or unenforceable due to its scope or breadth, such provision or part thereof shall be deemed valid to the extent of the scope or breadth permitted by law.

11. Headings. Headings are solely for the convenience of the Parties and shall not be deemed to define, construe or limit any of the provisions hereof.

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12. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Photocopied, facsimile, or electronically scanned or transmitted PDF signatures shall be of the same force and effect as if in original ink.

"Assignor"

LURECRAFT FISHERMAN'S SHOP, INC.

By: Kim Straley  
Name: Lurecraft Fisherman's Shop Inc  
Title: President/Owner

"Assignee"

SHIMANO INC.

By: J. Masuda  
Name: Toshihiko Yasoi  
Title: Vice President  
Research & Development Department  
Fishing Operations Division