

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM454396

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
War Eagle Custom Lures, Inc.		10/31/2017	Corporation: ARKANSAS
RECEIVING PARTY DATA			
Name:	Plastic Research and Development Corporation		
Street Address:	5724 Highway 280 East		
Internal Address:	Legal Services		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35242		
Entity Type:	Corporation: ARKANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5295846	WAR EAGLE CUSTOM LURES	
CORRESPONDENCE DATA			
Fax Number:	2054084895		
<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>			
Phone:	2054084895		
Email:	wdimon@ebSCO.com		
Correspondent Name:	Wanda Dimon		
Address Line 1:	5724 Highway 280 East		
Address Line 2:	Legal Services		
Address Line 4:	BIRMINGHAM, ALABAMA 35242		
NAME OF SUBMITTER:	Tyler Novak		
SIGNATURE:	/tn/		
DATE SIGNED:	12/13/2017		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Assignment"), effective as of Oct 31, 2017 (the "Effective Date"), is entered into by and between War Eagle Custom Lures, Inc. an Arkansas corporation ("Assignor") and Plastic Research and Development Corporation, an Arkansas corporation ("Assignee").

WITNESSETH:

WHEREAS, Assignor is the present owner of the trademark registration for WAR EAGLE CUSTOM LURES, U.S. Trademark Registration Number 5,295,846 ("Assigned Trademark"); and

WHEREAS, Assignee and Assignor are desirous of executing an instrument of assignment for purposes of recording the assignment of the Assigned Trademark with the United States Patent and Trademark Office.

NOW, THEREFORE:

1. Assignment. Assignor does hereby irrevocably assign, convey, and transfer to Assignee all its right, title and interest (whether statutory, common law or otherwise) in and to the Assigned Trademark, and all goodwill associated with any of the Assigned Trademark. The foregoing assignment of the Assigned Trademark includes the exclusive rights to (a) apply for and maintain all registrations and renewals thereof, (b) bring actions or otherwise recover for infringements and dilutions thereof, and (c) all other rights of any kind whatsoever of Assignors accruing thereunder or pertaining thereto.

2. Acknowledgment. Assignor hereby acknowledges that from and after the date hereof, Assignee shall be the exclusive owner of all of Assignor's right, title and interest in and to the Assigned Trademark.

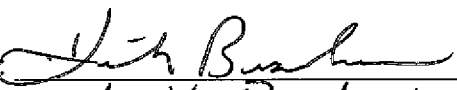
3. Further Assurances. Each Party agrees to execute and deliver such other documents and to take such other actions as the other may reasonably request in order to effectuate the purposes of this Assignment and to consummate the actions contemplated hereby, including the execution of any assignment agreement as may be necessary to record and effectuate the assignment contemplated herein with the United States Patent and Trademark Office.

4. Binding Effect; Assignment. This Assignment shall be binding upon and inure solely to the benefit of the parties hereto and their respective successors and permitted assigns.

5. Governing Law. This Assignment, and any dispute, claim, legal action, suit, proceeding or controversy (whether in contract or tort) arising out of or relating to this Assignment, or the negotiation, execution or performance of this Assignment (including any cause of action based upon, arising out of or related to any representation or warranty made in or in connection with this Assignment or as an inducement to enter this Assignment), shall be governed by, and construed in accordance with, the laws of Alabama, without regard to conflict-of-law principles thereof.

IN WITNESS WHEREOF, this Assignment has been executed as of the date first set forth above.

WAR EAGLE CUSTOM LURES, INC.

By: 
Name: *Keith Brasher*
Title: *President*

Trademark Assignment

RECORDED: 12/13/2017

TRADEMARK
REEL: 006227 FRAME: 0611