

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM491322

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Strike King Lure Company		11/03/2017	Corporation: TENNESSEE
RECEIVING PARTY DATA			
Name:	Strike King Lure Company, LLC		
Street Address:	477 WASHINGTON STREET		
City:	Collierville		
State/Country:	TENNESSEE		
Postal Code:	38017		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 22			
Property Type	Number	Word Mark	
Registration Number:	1925590	.38 SPECIAL	
Registration Number:	3856568	BITSY BUG	
Registration Number:	1902859	BOOTLEGGER JIG	
Registration Number:	3635098	BUZZ KING	
Registration Number:	1847409	DIAMOND-SHAD	
Serial Number:	87297375	FLOUNDER MAGIC	
Registration Number:	1888627	MIDNIGHT SPECIAL	
Registration Number:	1885106	MINI-KING	
Registration Number:	4771356	PERFECT SKIRT	
Registration Number:	2007263	PRO-BUZZ	
Registration Number:	3635010	PRO-MODEL	
Registration Number:	4787757	ROCKET SHAD	
Registration Number:	4310511	S	
Serial Number:	87104465	SALT KING	
Registration Number:	3576592	SCHAZAM PRODUCTIONS	
Registration Number:	3541451	SHADALICIOUS	
Serial Number:	88058359	SLAUNCH	
Registration Number:	1327249	STRIKE KING	
Registration Number:	4498483	STRIKE KING	

CH \$565.00 1925590

Property Type	Number	Word Mark
Registration Number:	4084089	STRIKE KING
Registration Number:	4299416	STRIKE KING
Registration Number:	5009008	TROUT MAGIC

CORRESPONDENCE DATA

Fax Number: 7132388008

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.

Phone: 7132388000

Email: tmhou@conleyrose.com

Correspondent Name: Stewart N. Mesher

Address Line 1: P.O. Box 3267

Address Line 4: Houston, TEXAS 77253-3267

ATTORNEY DOCKET NUMBER:	7295-00000
NAME OF SUBMITTER:	Stewart Mesher
SIGNATURE:	/Stewart Mesher/
DATE SIGNED:	09/25/2018

Total Attachments: 4

source=Strike King Lure Company, LLC - Certificate of Formation_Conversion#page1.tif

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source=Strike King Lure Company, LLC - Certificate of Formation_Conversion#page4.tif

Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "STRIKE KING LURE COMPANY, LLC" FILED IN THIS OFFICE ON THE THIRD DAY OF NOVEMBER, A.D. 2017, AT 6:36 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6602792 8100F
SR# 20176933376

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 203515574
Date: 11-03-17

TRADEMARK
REEL: 006455 FRAME: 0823


Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A TENNESSEE CORPORATION UNDER THE NAME OF "STRIKE KING LURE COMPANY" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "STRIKE KING LURE COMPANY" TO "STRIKE KING LURE COMPANY, LLC", FILED IN THIS OFFICE ON THE THIRD DAY OF NOVEMBER, A.D. 2017, AT 6:36 O'CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6602792 8100F
SR# 20176933376

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 203515574
Date: 11-03-17

TRADEMARK
REEL: 006455 FRAME: 0824

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is Tennessee.
- 2.) The jurisdiction immediately prior to filing this Certificate is Tennessee.
- 3.) The date the corporation first formed is October 16, 1972.
- 4.) The name of the Corporation immediately prior to filing this Certificate is Strike King Lure Company.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is Strike King Lure Company, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
3rd day of November, A.D. 2017.

By:


Authorized Person

Name: Gary Remensnyder

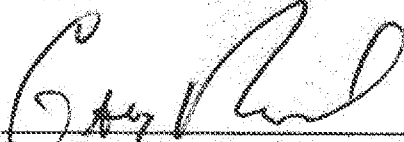
Print or Type

STATE OF DELAWARE
CERTIFICATE OF FORMATION
OF
STRIKE KING LURE COMPANY, LLC

The undersigned, acting at the direction of and on behalf of one or more persons desiring to be members of, and having agreed to form Strike King Lure Company, LLC as a limited liability company pursuant to the Delaware Limited Liability Company Act, does hereby acknowledge and certify to the following:

1. The name of the limited liability company (the "Company") is Strike King Lure Company, LLC.
2. The address of the registered office of the Company is 1209 Orange Street, Wilmington, Delaware 19801, County of New Castle. The name of the registered agent at such address is The Corporation Trust Company.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of Strike King Lure Company, LLC as of the 3rd day of November, 2017.



Gary Remensnyder, Authorized Person

State of Delaware
Secretary of State
Division of Corporations
Delivered 06:36 PM 11/03/2017
FILED 06:36 PM 11/03/2017
SR 20176933376 - File Number 6602792