

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM684816

<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>
Gary Yamamoto Custom Baits, Inc.		10/22/2021	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Good Sportsman Marketing, L.L.C.		
<b>Street Address:</b>	5250 FRYE ROAD		
<b>City:</b>	IRVING		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75061		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2731247	IKA	
<b>Registration Number:</b>	2532131	SUGOI	
<b>Registration Number:</b>	4579419	HULA GRUB	
<b>Registration Number:</b>	2540422	SENKO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	18328866845		
<b>Email:</b>	info@dmiplaw.com		
<b>Correspondent Name:</b>	D'Ambrosio & Menon, PLLC		
<b>Address Line 1:</b>	Suite 100, 3 Sugar Creek Center Blvd.		
<b>Address Line 4:</b>	Sugar land, TEXAS 77478		
<b>ATTORNEY DOCKET NUMBER:</b>	GSM001		
<b>NAME OF SUBMITTER:</b>	Justin Taylor		
<b>SIGNATURE:</b>	/Justin Taylor/		
<b>DATE SIGNED:</b>	11/01/2021		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT

FOR the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged,

**ASSIGNOR: Gary Yamamoto Custom Baits, Inc.**

does hereby SELL, ASSIGN AND TRANSFER to

**ASSIGNEE: Good Sportsman Marketing, L.L.C.  
5250 Frye Road  
Irving, TX 75061**

and the successors and legal representatives of the ASSIGNEE, an undivided One Hundred per cent (100%) right, title and interest, for the United States, its territorial possessions and for any and all foreign countries, in and to all trademarks and Trademark Registrations ("Registrations") identified on Exhibit A attached hereto, including all rights to claim priority to and to any and all variations thereof, together with the goodwill of the business symbolized by the trademarks, and to all additional Certificates of Registration to be obtained for the trademarks in the United States or any foreign country, including all Renewals of the Registrations ("Renewals");

ASSIGNOR does hereby AUTHORIZE AND REQUEST the Patent and Trademark Office to issue any and all such additional Registrations and Renewals to the ASSIGNEE;

ASSIGNOR does hereby WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the ASSIGNOR, and that the full right to convey the same as herein expressed is possessed by the ASSIGNOR;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to the Registrations as may be known and accessible to ASSIGNOR and will testify as to the same in any infringement dispute, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, documents, instruments or affidavits required to apply for, obtain, maintain, issue, renew and enforce the trademarks, Registrations, Renewals, and equivalents thereof which may be necessary or desirable to carry out the purposes thereof;

ASSIGNOR further covenants that, when requested and at the expense of the ASSIGNEE, to carry out in good faith the intent and purpose of this assignment, the ASSIGNOR will execute and deliver to the ASSIGNEE all rightful oaths, declarations, assignments, powers of attorney and other papers, communicate to the ASSIGNEE all facts known to the ASSIGNOR relating to the Registrations and the history thereof, and generally do everything possible which the ASSIGNEE shall consider desirable for vesting title to such Registrations and Renewals in the ASSIGNEE, and for securing, maintaining and enforcing proper trademark protection; and


SAID ASSIGNMENT TO BE BINDING on the heirs, assigns, representatives and successors of the ASSIGNOR and extending to the successors, assigns and nominees of the ASSIGNEE.

[ASSIGNOR SIGNATURE PAGE FOLLOWS]

**Executed on Behalf of Gary Yamamoto Custom Baits, Inc.**

Print Name: Doug Mann

Title: Vice President Brands

Signature:   
Doug Mann (Oct 22, 2021 10:58 PDT)

Date: Oct 22, 2021

**EXHIBIT A**

<b>Trademark</b>	<b>Serial No.</b>	<b>Registration No.</b>	<b>Filing Date</b>	<b>Registration Date</b>	<b>Country</b>
<b>IKA</b>	76/276293	2731247	06/25/2001	07/01/2003	USA
<b>SUGOI</b>	76/276292	2532131	06/25/2001	01/22/2002	USA
<b>HULA GRUB</b>	86/135784	4579419	12/05/2013	08/05/2014	USA
<b>SENKO</b>	76/285467	2540422	07/16/2001	02/19/2002	USA