

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM685870

<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		10/18/2021	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Gary Yamamoto Custom Baits, Inc.		
<b>Street Address:</b>	849 S. Coppermine Road		
<b>City:</b>	Page		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	86040		
<b>Entity Type:</b>	Corporation: ARIZONA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1706948	GARY YAMAMOTO CUSTOM BAITS	
<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>	14049626494		
<b>Email:</b>	stephen.kabakoff@millermartin.com		
<b>Correspondent Name:</b>	Stephen E. Kabakoff		
<b>Address Line 1:</b>	1180 W Peachtree St NW UNIT 2100		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>NAME OF SUBMITTER:</b>	Stephen E. Kabakoff		
<b>SIGNATURE:</b>	/Stephen E. Kabakoff/		
<b>DATE SIGNED:</b>	11/04/2021		
<b>Total Attachments: 4</b>			
source=GSM - GYCB Assignment of Trademark (US)#page1.tif			
source=GSM - GYCB Assignment of Trademark (US)#page2.tif			
source=GSM - GYCB Assignment of Trademark (US)#page3.tif			
source=GSM - GYCB Assignment of Trademark (US)#page4.tif			

CH \$40.00 1706948

## ASSIGNMENT OF TRADEMARK

### “Gary Yamamoto Custom Baits”

This Trademark Assignment is effective as of this 20<sup>th</sup> day of October, 2021 by and between the Gary Yamamoto (“Assignor”) whose address is 520 Anderson Co. Rd. 487, Palestine, Texas 75803, and Gary Yamamoto Custom Baits, Inc., an Arizona Corporation (“Assignee”), whose address is 849 S. Coppermine Road, Page, Arizona 86040.

- A. Assignor is the owner of the trademark Gary Yamamoto Custom Baits and its U.S. Registration No. 1706948 and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, domain name rights, causes of action, and the right to recover for past infringement (the “Trademark”).
- B. Assignor has acquired goodwill in the business associated with and symbolized by the Trademark and has not abandoned same.
- C. Assignor desires to assign the Assignee all rights, title, and interest in and to the Trademark owned by Assignor.

**THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby conveys, sells, transfers and assigns to Assignee and to Assignee’s successors, assigns and legal representatives, all of Assignor’s rights, titles and interest throughout the world in and to (a) the name and mark “Gary Yamamoto Custom Baits”; (b) United States Trademark Registration 1706948; (c) all the goodwill of Assignor’s business and/or businesses symbolized by the Trademark and associated with Assignor’s use of the Trademark, together with (i) rights to all income, royalties, fees, payments and other proceeds now or hereafter due or payable to Assignor with respect to the Trademark, (ii) any and all claims and causes of action, including all rights to and claims for damages, restitution, and injunctive or other legal and equitable relief for past, present, or future infringements, violations, misuse, and misappropriations of the Trademark, (iii) all rights to renew and/or apply for trademark and/or service mark registrations within or outside the United States, based in whole or in part upon the Trademark, and (iv) any and all priority rights that may have arisen from Assignor’s use of the Trademark and/or prior ownership of any trademark registration in any jurisdiction based upon the Trademark.
2. Assignor represents, warrants, and covenants to Assignee, and to Assignee’s successors, assigns and legal representatives, that Assignor has the full right to convey, transfer, and assign all of the rights, titles and interest herein assigned by

Assignor to Assignee, and that Assignor has not executed, and will not execute, any agreement inconsistent herewith.

3. Assignor agrees to execute any instruments and perform any acts which may be reasonably necessary to fully effectuate and record in any and all jurisdictions throughout the world the assignment of the rights, titles and interests assigned to Assigned and Assignee's successors, assigns and legal representatives, pursuant to this Assignment.

**[Remainder of page intentionally left blank.  
Signature pages immediately follow.]**

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Assignment as of the date first set forth above.

GARY YAMAMOTO

*[Handwritten Signature]*  
Gary Yamamoto

10/18/21  
Date:

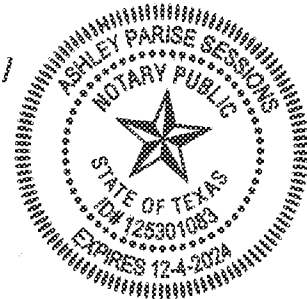
STATE OF TEXAS            )  
County of Smith         )

SUBSCRIBED AND SWORN TO this 18<sup>th</sup> day of October, 2021 by Gary Yamamoto.

My Commission Expires: 12.04.2021

*[Handwritten Signature]*  
Notary Public

*[Signatures continue on the following page.]*



[Signature Page to Assignment of Trademark]

GARY YAMAMOTO CUSTOM BAITS, INC.

Ronald M. Colby, Jr.  
Ronald M. Colby, Jr., President

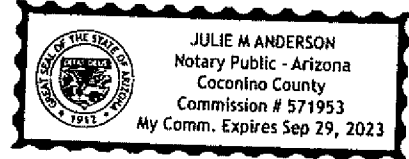
18 October 2021  
Date:

STATE OF ARIZONA       )  
  )  
County of Coconino       )

SUBSCRIBED AND SWORN TO this 18<sup>th</sup> day of October, 2021 by Ronald M. Colby, Jr.

My Commission Expires: Sept. 29, 2023

Julie M. Anderson  
Notary Public



[Signature Page to Assignment of Trademark]