

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI44558

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Good Sportsman Marketing, LLC		02/21/2024	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Individual Name:	Jason Williamson		
Street Address:	1 Business Court, Suite A		
City:	Aiken		
State/Country:	SOUTH CAROLINA		
Postal Code:	29801		
Entity Type:	INDIVIDUAL: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4976737	J-WILL	
CORRESPONDENCE DATA			
Fax Number:	5124789190		
<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:	5124789190		
Email:	amy.wallace@hulseyiplaw.com		
Correspondent Name:	Adrian Resendez		
Address Line 1:	812 Forest Oaks Circle		
Address Line 4:	Woodway, TEXAS 76712		
ATTORNEY DOCKET NUMBER:	JWILL		
NAME OF SUBMITTER:	AMY WALLACE		
SIGNATURE:	AMY WALLACE		
DATE SIGNED:	02/22/2024		
Total Attachments: 1			
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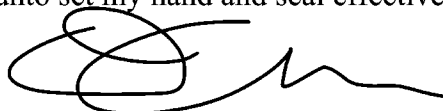
TRADEMARK ASSIGNMENT

WHEREAS, Good Sportsman Marketing, LLC, having a mailing address of 5250 Frye Road, Irving, Texas 75061 (hereinafter referred to as "ASSIGNOR"), is the owner and holder of the Trademark Registration No. 4976737 titled "J-WILL" (word) ("hereinafter referred to as "MARK"), formerly owned by Buckeye Lures, Inc., registered on June 14, 2016 for which ASSIGNOR is the owner of all rights, titles, interest together with the goodwill of the mark associated with this registered mark with the United States Patent and Trademark Office; and

NOW, THEREFORE, that for good and valuable consideration, receipt whereof is hereby acknowledged, said ASSIGNOR does hereby sell, assign and transfer to said **Mr. Jason Williamson**, an individual with an address of 1 Business Ct, Suite A, Aiken, South Carolina 29801 (hereinafter referred to as "ASSIGNEE"), its successors and assigns all the property, right, title and interest in and to the MARK including all common law rights connected therein together with the registrations therefor for the United States and throughout the world together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the MARK; and all rights to sue for past, present and future infringements or misappropriations of the MARK; and said ASSIGNOR does hereby authorize and request the Commissioner of Trademarks to issue all trademarks on said United States Trademark Registration or for the MARK hereof, in accordance with this assignment and in the name of ASSIGNEE.

And said ASSIGNOR for said consideration hereby covenant and agree that the said ASSIGNOR is the owner of the full title herein conveyed and have the right to convey the same, and agree that said ASSIGNOR will communicate to said ASSIGNEE any facts known to said ASSIGNOR respecting said MARK, and testify in any legal proceedings when called upon by said ASSIGNEE, sign all lawful papers deemed by said ASSIGNEE as expedient to vest in it the legal title herein sought to be conveyed or for the transferring of said MARK, United States and foreign, and otherwise aid said ASSIGNEE, its successors and assigns, in enforcing proper protection under said MARK, but in every instance at the ASSIGNEE's expense.

IN WITNESS WHEREOF, I have hereunto set my hand and seal effective as of 21 day of February 2024.



Mr. Doug Mann
SVP Brands
Good Sportsman Marketing LLC