

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

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U. S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1 Name of conveying party(ies):  
Bull Dog Lures, Inc.

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State Texas  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached:  Yes  No

2. Name and address of receiving party(ies):  
Name: Win Leisure Products, Inc.  
Internal Address: \_\_\_\_\_  
Street Address: 11739 South Highway 96  
City: Greenwood State: AR Zip: 72936

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Arkansas  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No (Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of Conveyance

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: October 30, 2003

4 Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
\_\_\_\_\_

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s)  
2,099,350  
 Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John L. Welch, Esq.  
Internal Address: Foley Hoag, LLP  
\_\_\_\_\_

Street Address: 155 Seaport Boulevard  
\_\_\_\_\_

City: Boston State: MA Zip: 02210


6. Total number of applications and registrations involved: ..... 1

7. Total fee (37 CFR 3.41) ..... \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
06-1446  
(Attach duplicate copy of this page if paying by deposit account)

**DO NOT USE THIS SPACE**

9 Statement and signature  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

John L. Welch                                            November 4, 2003  
Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

CH \$40.00 061446 2099350


ASSIGNMENT

WHEREAS, Bull Dog Lures, Inc., a Texas corporation having a business address at 3609-A South College, Bryan, Texas 77801, is the owner of the mark BULL DOG LURES for fishing tackle, and of United States Trademark Registration No. 2,099,350 for said mark, together with the goodwill of the business associated with said mark;

WHEREAS, Win Leisure Products, Inc., an Arkansas corporation having a place of business at 11739 South Highway 96 Greenwood Arkansas 72936, is desirous of acquiring said mark BULL DOG LURES, together with United States Trademark Registration No. 2,099,350 for said mark, and together with the goodwill of the business associated with said mark:

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged; Bull Dog Lures, Inc. does hereby assign to Win Leisure Products, Inc., its entire right, title, and interest in and to said mark BULL DOG LURES, together with United States Trademark Registration No. 2,099,350 for said mark, and together with the goodwill of the business associated with said mark.

Bull Dog Lures, Inc.

  
By: Richard Nethers  
Title: President

Dated: October 30, 2003

Subscribed and sworn to before me  
this 30 day of October, 2003

  
Notary Public

