

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Big Al's Tackle Company, Inc.		10/28/2010	CORPORATION: WASHINGTON
Al E. Hazelquist		10/28/2010	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

Name:	Yakima Bait Co.
Doing Business As:	DBA Worden's Lures
Street Address:	1000 Bailey Avenue
City:	Granger
State/Country:	WASHINGTON
Postal Code:	98932
Entity Type:	CORPORATION: WASHINGTON

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Serial Number:	78258203	WHIRLEE
Serial Number:	78680964	KITE
Registration Number:	2108973	FISH FLASH
Registration Number:	2490540	NO DRAG FLASHER
Registration Number:	2633095	GOT FISH?
Registration Number:	3007848	IT'S NO DRAG

**CORRESPONDENCE DATA**

Fax Number: (206)682-6031  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 206-622-4900  
 Email: ColleenM@SeedIP.com  
 Correspondent Name: Lorraine Linford  
 Address Line 1: 701 Fifth Avenue

**900177574**

**TRADEMARK  
 REEL: 004416 FRAME: 0043**

**CH \$165.00 78258203**

Address Line 2: Suite 5400  
Address Line 4: Seattle, WASHINGTON 98104

ATTORNEY DOCKET NUMBER:	980001.002
NAME OF SUBMITTER:	Lorraine Linford
Signature:	/Lorraine Linford/
Date:	11/16/2010

Total Attachments: 3  
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## ASSIGNMENT OF TRADEMARKS

WHEREAS, Big Al's Tackle Company, Inc., a corporation organized under the laws of the state of Washington, having its principal office at 8412 173<sup>rd</sup> Avenue KPS, Longbranch, Washington 98351, and Al E. Hazelquist, individually and as owner of all of the stock of Big Al's Tackle Company, Inc. (hereinafter collectively referred to as ASSIGNOR), is the owner of rights in trademarks in the United States, of United States applications for trademark registration and trademark registrations; such trademarks which are the subject of the rights acquired through use and registration, and such applications and registrations set forth in the SCHEDULE OF TRADEMARKS annexed hereto and made part hereof (hereinafter collectively referred to as the TRADEMARKS); together with the right to sue for past infringement thereof; and

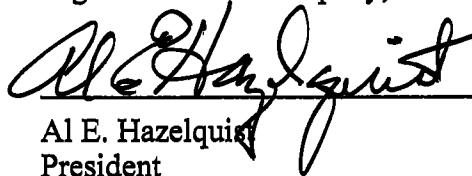
WHEREAS, Yakima Bait Co., d/b/a Worden's Lures, a corporation organized under the laws of the state of Washington, having its principal office at 1000 Bailey Avenue, Granger, Washington 98932 (hereinafter referred to as ASSIGNEE), is desirous of acquiring all the right, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS; and

NOW, THEREFORE, in consideration of the sum of good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE, its successors and assigns, effective as of the last date signed below, its entire right, title and interest in and to the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS, and all claims for damages by reason of past infringement of the TRADEMARKS, and the right to sue for and collect the same; and

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States to record the right to the registrations and applications listed in the annexed SCHEDULE OF TRADEMARKS as the property of ASSIGNEE; and

ASSIGNOR further agrees to execute such further documents as may be required to record and/or establish ASSIGNEE as the owner of the TRADEMARKS, and all rights herein assigned.

Big Al's Tackle Company, Inc.

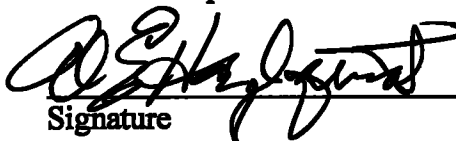


Al E. Hazelquist  
President

October 28, 2010

Date

Al E. Hazelquist

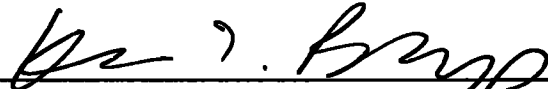
  
Signature

October 28, 2010  
Date

State of Washington )  
County of Yakima ) ss.

I certify that I know or have satisfactory evidence that Al E. Hazelquist is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated October 28, 2010

Signature of Notary Public 

Printed Name Karen L. Blankenship

My appointment expires June 1, 2011

**SCHEDULE OF TRADEMARKS**

**UNITED STATES REGISTRATIONS**

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>
FISH FLASH	2108973	10/28/97
NO DRAG FLASHER	2490540	09/18/01
GOT FISH?	2633095	10/08/2002
IT'S NO DRAG	3007848	10/18/05

**UNITED STATES APPLICATIONS**

<b><u>Mark</u></b>	<b><u>Serial No.</u></b>	<b><u>Filing Date</u></b>
WHIRLEE	78/258,203	06/04/03
KITE	78/680,964	07/28/05

**COMMON LAW MARKS**

BIG AL'S  
BIG AL'S TACKLE  
BIG AL'S TACKLE COMPANY  
Product Configuration of "Fish Flash" Fish Attractor

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