

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM556949

<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>
Miles Mertens d/b/a Mertens Tackle		08/29/2019	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HT Enterprises, Inc.		
<b>Street Address:</b>	139 E. Sheboygan Street		
<b>Internal Address:</b>	P.O. Box 909		
<b>City:</b>	Campbellsport		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53010-0909		
<b>Entity Type:</b>	Corporation: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2338745	EYEBUSTER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2627831211		
<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>	262-783-1300		
<b>Email:</b>	rkmip@rkmiplaw.com		
<b>Correspondent Name:</b>	Ryan Kromholz & Manion, S.C.		
<b>Address Line 1:</b>	P.O. Box 26618		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53226		
<b>NAME OF SUBMITTER:</b>	Julie A. Wolf		
<b>SIGNATURE:</b>	/Julie A. Wolf/		
<b>DATE SIGNED:</b>	01/10/2020		
<b>Total Attachments: 1</b>			
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ASSIGNMENT

Miles Mertens d/b/a/ Mertens Tackle, of P.O. Box 1753, Fond du Lac, Wisconsin 54936, (hereinafter "ASSIGNOR") a corporation of the State of Wisconsin, being the owner by adoption and use of the following trademark: EYEBUSTER, Reg. No. 2,338,745

In consideration of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged;

Hereby sells, assigns, and transfers to HT Enterprises, Inc., 139 E Sheboygan St, PO Box 909, Campbellsport , WI 53010-0909, (hereinafter ASSIGNEE) its successors and assigns, the entire right, title and interest in and to the said trademark(s) and the registration(s) thereof, together with the assets and goodwill of the business connected with the use of, and symbolized by, said marks and every right connected therewith, including all rights to damages and other remedies for past infringement of each identified trademark.

ASSIGNOR warrants that it is the sole owner of all rights referred to in this agreement and has secured them from any and all parties that have claimed, or may claim, or that might claim such rights by, through, or under said ASSIGNOR. ASSIGNOR further warrants that it has not abandoned the trademark(s) through non-use of said mark(s). This Assignment, including the terms and conditions contained within this Assignment, represents the complete and total agreement between the parties with regard to the assignment of said trademark(s). Any and all previous discussions or understandings with regard to said trademark(s), whether written or oral, are of no effect. This Assignment is to be interpreted according to the laws of the State of Wisconsin.

Witness the hand and seal of said ASSIGNOR this 29<sup>th</sup> day of August, 2019.  
Miles Mertens d/b/a/ Mertens Tackle

By: Miles Mertens  
Miles Mertens

STATE OF Wisconsin )  
COUNTY OF Fond du Lac ) SS

Personally came before me this 29<sup>th</sup> day of August, 2019, the above named Miles Mertens, to me known to be the person who executed the foregoing Assignment, and acknowledged that he executed the foregoing Assignment as such officer as the free act and deed of said corporation, and by its authority.

[SEAL]

Jesse Gutman  
Notary Public

My Commission expires: 2-25-2023