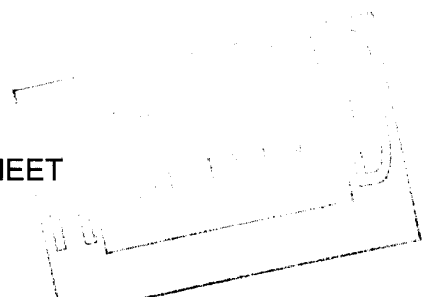


07-22-1998



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RECORDATION FORM COVER SHEET
PATENTS ONLY



med 7-10-98

To the Honorable Commissioner of Patents and Trademarks, Please record the attached original Assignment.

1. Name, address of Conveying Party(s): 2. Name, address of Receiving Party:

Barry Heller
399 Poinciana Island Drive
North Miami Beach, FL 33160

Star Fishing Tackle, LLC
P.O. Box 459, Little Nine Road
Morehead City, NC 28557

3. Nature of Conveyance: Assignment Executed July 6, 1998
4. United States Patent Number 5,697,184, Attorney Docket No. 1389-001, Issued December 16, 1997, Patent Title – FISHING ROD BUTT AND METHOD OF ASSEMBLING and in United States Patent Number 5,522,169, Attorney Docket No. 1389-001, Issued June 4, 1996, Patent Title – FISHING ROD BUTT AND METHOD OF ASSEMBLING.

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

William B. Ritchie, Esq.
Law Offices of William B. Ritchie
72 North Main Street
Concord, NH 03301

6. Total Number of applications involved: 2
7. Total Fee \$80.00.

Please charge account number 50-0229 the amount of \$80.00 for the basic filing fee for two Assignments. The Commissioner of Patents and Trademarks is hereby authorized to charge any additional fees by this paper and during the entire pendency of this application to account number 50-0229.

8. 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.


William B. Ritchie

7-10-98
Date

PATENT
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ASSIGNMENT

In consideration of One Dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, I Barry Heller of 399 Poinciana Island Drive, North Miami Beach, Florida 33160 sell and assign to Star Fishing Tackle, LLC, having a principle place of business at P.O. Box 459, Little Nine Road, Morehead City, NC 28557 (hereinafter referred to as "Company"), its successors, assigns and nominees, my entire right, title and interest:

in and to the invention relating to improvements in FISHING ROD BUTT AND METHOD OF ASSEMBLING invented by me, and shown and described in U. S. Patent No. 5,697,184, Issued December 16, 1997; and FISHING ROD BUTT AND METHOD OF ASSEMBLING invented by me, and shown and described in U. S. Patent No. 5,522,169, Issued June 4, 1996; and in and to all applications for patent and patents for said invention, in all countries in the world, including all divisions, reissues, substitutions, extensions and continuations thereof;

and in to and all patents which may be granted therefore and all reissues and extensions thereof; and in all rights arising under or pursuant to any and all international agreements, treaties or laws relating to the protection of industrial property, including rights of priority resulting from the filing of any of said applications.

I authorize and request the Commissioner of Patents and Trademarks and all other issuing authorities to issue all Patents on said invention or resulting therefrom to said Company as assignee of the entire interest, and covenant that I have full right so to do, and agree that I will communicate to said Company or its representatives any facts known to me respecting said invention and testify in any legal proceeding, execute all divisional, continuing and reissue applications and all assignments of said invention and of the right to apply for Letters Patent therefore in all countries, make all rightful oaths, sign all other lawful papers, and generally do everything reasonably possible to aid said Company, its successors, assigns and nominees, to obtain and enforce proper patent protection for said invention in all countries in the world.

I further authorize any officer of said Company to execute on my behalf all documents necessary for the filing of any such application including divisional, continuing and reissue applications and all assignments of said invention and all documents necessary to apply for Letters Patent therefore in all countries including making all rightful oaths, signing all other lawful papers, and generally doing everything necessary on my behalf to obtain and enforce proper patent protection for said Company for said invention in all countries in the world.

IN WITNESS WHEREOF, I hereunto set my hand and seal
this 6 day of July, 19 98.


Barry Heller L.S.