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PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Berton L. Cummings	04/14/2008

RECEIVING PARTY DATA

Name:	TECLA Company, Incorporated
Street Address:	1250 Ladd Road
City:	Walled Lake
State/Country:	MICHIGAN
Postal Code:	48390

PROPERTY NUMBERS Total: 1

Property Type	Number
Patent Number:	6591541

CORRESPONDENCE DATA

Fax Number: (248)689-4071

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 248-689-3500

Email: hoffmann@reising.com
Correspondent Name: William J. Waugaman

Address Line 1: Reising Ethington Barnes Kisselle PC

Address Line 2: PO Box 4390

Address Line 4: Troy, MICHIGAN 48099-4390

ATTORNEY DOCKET NUMBER: 2578.3009.002

NAME OF SUBMITTER: RICHARD W. HOFFMANN

Total Attachments: 4

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500531081 REEL: 020897 FRAME: 0284

<u>PATENT</u>

Assignment

THIS ASSIGNMENT (this "Assignment") is effective as of November 1, 2006 ("Effective Date") by and between PATRICK CUMMINGS, as the Personal Representative of the Estate of BERTON L. CUMMINGS, deceased ("Assignor"), and TECLA COMPANY, INCORPORATED, a Michigan corporation ("Assignee").

WHEREAS, BERTON L. CUMMINGS ("Bert") died February 13, 2006, residing in the County of Monroe; and

WHEREAS, PATRICK CUMMINGS is named as Personal Representative, and authorized to act on behalf of, the Estate of BERTON L. CUMMINGS (the "Estate") by order of the Monroe County Probate Court; and

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to obtain from Assignor, the assets, including both the physical and intellectual property owned by and/or used by BERT'S CUSTOM TACKLE, a sole proprietorship owned and operated by Bert, including the United States patents set forth on Schedule A attached hereto (the "Patents"), trademarks, trade dress and customer lists, together with all associated rights to all of such assets (collectively, the "Assets").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee its entire right, title and interest in and to the Assets and specifically the Patents, for the United States and for all foreign countries, including, without limitation, any continuations, divisions, continuations-in-part, reissues, reexaminations, extensions or foreign equivalents thereof, and including the subject matter of all claims that may be obtained therefrom, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties, damages or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Patents, with the right to sue for, and collect the

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PATENT REEL: 020897 FRAME: 0285 same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor hereby authorizes and requests the U.S. Director of Patents and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as owner of the Patents.

Assignee's successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, exhibits, assignments, powers of attorney or other documentation), as reasonably requested by Assignee to more fully and effectively carry out the purposes of this Assignment, including, without limitation, with respect to the following: (1) the preparation and prosecution of any applications relating to any of the rights assigned herein; (2) the prosecution or defense of any interference, opposition, reexamination, reissue, infringement or other proceedings that may arise in connection with any of the rights assigned herein, including, without limitation, testifying as to any facts relating to the Patents and this Assignment; (3) obtaining any additional patent protection relating to any of the rights assigned herein that Assignee may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or any foreign country; and (4) the implementation or perfection of this Assignment in all applicable jurisdictions throughout the world.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ASSIGNOR:

PATRICK CUMMINGS, as Personal

Representative of the Estate of BERTON L.

CUMMINGS

STATE OF CALLORAND)

COUNTY OF ELDORAND)

On this <u>U</u> day of <u>APIC</u>, 2008, there appeared before me **PATRICK CUMMINGS**, personally known to me, who acknowledged that he signed the foregoing

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PATENT REEL: 020897 FRAME: 0286 Assignment as his voluntary act and deed on behalf and with full authority as Personal Representative of the Estate of **BERTON L. CUMMINGS**.

JOSEPH R. HENDERSON
COMM. #1502707
Notary Public-California
EL DORADO COUNTY
My Comm. Exp. Aug. 18, 2008

Accepted by:

ASSIGNEE:

TECLA COMPANY, INCORPORATED

RICHARD CLARK, Its President

STATE OF Michigan)ss.

On this 18 day of April, 2008, there appeared before me RICHARD CLARK, personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed on behalf and with full authority of TECLA COMPANY, INCORPORATED.

____, Notary public

MARGARST M NEMETH
Notary Public - Michigan
Oakland County
My Commission Expires Jun 30, 2014
Acting in the County of Oakland

SCHEDULE A

UNITED STATES PATENTS

atent No.		Application No. Filing Date	Title
	US 6,591,541 July 15, 2003	09/992,311 November 19, 2001	Fishing Tackle Holder
703	July 13, 2003	140vember 19, 2001	rishing Tackie Holder

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RECORDED: 05/05/2008

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