

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Robert R. Wilson</td> <td>06/20/2008</td> </tr> <tr> <td>M. Scott Smith</td> <td>06/20/2008</td> </tr> <tr> <td>Robert Bagby</td> <td>06/23/2008</td> </tr> <tr> <td>Chris Flory</td> <td>06/23/2008</td> </tr> <tr> <td>Joshua Buck</td> <td>06/25/2008</td> </tr> <tr> <td>Tony Wei</td> <td>07/24/2008</td> </tr> </tbody> </table>		Name	Execution Date	Robert R. Wilson	06/20/2008	M. Scott Smith	06/20/2008	Robert Bagby	06/23/2008	Chris Flory	06/23/2008	Joshua Buck	06/25/2008	Tony Wei	07/24/2008
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RECEIVING PARTY DATA															
Name:	W.C. Bradley/Zebco Holdings, Inc.														
Street Address:	6101 E. Apache														
City:	Tulsa														
State/Country:	OKLAHOMA														
Postal Code:	74115														
PROPERTY NUMBERS Total: 1															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12141401</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12141401										
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Application Number:	12141401														
CORRESPONDENCE DATA															
Fax Number:	(918)583-9659														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone:	9185990621														
Email:	patents@fellerssnider.com														
Correspondent Name:	R. Alan Weeks														
Address Line 1:	321 S. Boston, Ste. 800														
Address Line 4:	Tulsa, OKLAHOMA 74103														
ATTORNEY DOCKET NUMBER:	57390/07-052														
NAME OF SUBMITTER:	R. Alan Weeks														

OP \$40.00 12141401

Total Attachments: 5

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PATENT ASSIGNMENT

WHEREAS, ROBERT R. WILSON, whose address is 4616 W. Pittsburg Street, Broken Arrow, Oklahoma 74012, M. SCOTT SMITH, whose address is 1005 S. Yellowwood Ave., Broken Arrow, Oklahoma 74012, ROBERT BAGBY, whose address is 11002 S. 88th E. Ave., Tulsa, Oklahoma 74133, CHRIS FLORY, whose address is 251 S. 102nd E. Ave., Tulsa, Oklahoma 74128, JOSHUA BUCK, whose address is 334 Glenmore, Corpus Christi, Texas 78412, and TONY WEI, whose address is #42 Bld., Area B, Kunshan Export Processing Zone, Jiangsu, CHINA 215300 (hereinafter referred to as "ASSIGNORS") are co-inventors, of a certain new and useful invention entitled "SENSITIVITY ADJUSTMENT FOR ELECTRONIC BITE ALERT FOR A FISHING REEL" which is described and claimed in the United States patent application filed on June 18, 2008, and assigned application serial number 12/141,401; and

WHEREAS, W.C. BRADLEY/ZEBCO HOLDINGS, INC., a Georgia corporation, located at 6101 E. Apache, Tulsa, OK 74115, (hereinafter referred to as "ASSIGNEE") is desirous of acquiring the entire right, title and interest of ASSIGNORS in and to the aforementioned invention and application, and in, to and under any and all Letters Patent of the United States and in any and all foreign countries.

NOW, THEREFORE, this indenture witnesseth that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS, the inventors, have sold, assigned, transferred and set over and do hereby sell, assign, transfer and set over to ASSIGNEE, all of ASSIGNORS' right, title and interest in and to the above-referenced invention and application and any and all applications subsequently filed claiming the invention and/or the benefit of or priority to said application, divisions, continuations and continuations-in-part thereof, and any and all Letters Patent of the United States, its territorial possessions, and any and all foreign countries which may be granted therefor, and any and all extensions, reissues or certificates of reexamination of such Letters Patent, including all rights of priority and the subject matter of any and all claims which may be obtained in every such patent, the same to be held and enjoyed by ASSIGNEE for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, to the end of the term or terms for which such Letters Patent are or may be granted, extended, reissued or reexamined as fully and entirely as the same would have been held and enjoyed by ASSIGNORS if this assignment had not been made.


AND, ASSIGNORS hereby authorize and request the Commissioner of Patents to issue any and all Letters Patent of the United States on the invention and from any and all divisions and continuations, extensions, reissues or reexaminations of any such application to ASSIGNEE, and hereby covenant that they have full right to convey the entire interest herein assigned, and that they have not executed and will not execute any agreement in conflict herewith.


AND, ASSIGNORS further hereby covenant and agree that they will, at any time, upon request and at the expense of ASSIGNEE, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the invention and application and any Letters Patent as may be granted therefor in ASSIGNEE, its successors, assigns, or other legal representatives, and that if ASSIGNEE, its successors, assigns, or other legal representatives shall desire to file any

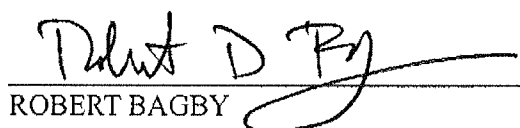
division or continuation application, or to secure an extension, reissue or reexamination of such Letters Patent, or to file a disclaimer relating thereto, will, upon request, sign all papers, make all rightful oaths, and do all requisite acts for the filing of such division, continuing, or reissue application, request for reexamination or disclaimer, without further compensation.

AND, ASSIGNORS further agree to communicate to ASSIGNEE, its successors, assigns, or other legal representatives, such facts relating to the invention disclosed in the present application or Letters Patent issuing therefrom as may be known, and to testify as to such facts in any interference or other litigation when requested to do so.

Executed by the undersigned on the date indicated.


ROBERT R. WILSON
6/20/08
Date


M. SCOTT SMITH
6/20/08
Date


ROBERT BAGBY
6/23/08
Date

CHRIS FLORY
Date

JOSHUA BUCK
Date

TONY WEI
Date

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ROBERT BAGBY Date



CHRIS FLORY Date

6/23/08

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Executed by the undersigned on the date indicated.

ROBERT R. WILSON Date

M. SCOTT SMITH Date

ROBERT BAGBY Date

CHRIS FLORY Date

 6/25/2009

JOSHUA BUCK Date

TONY WEI Date

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Executed by the undersigned on the date indicated.

ROBERT R. WILSON Date

M. SCOTT SMITH Date

ROBERT BAGBY Date

CHRIS FLORY Date

JOSHUA BUCK Date

Tony Wei *July 24, 2008*

TONY WEI Date