

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Tatsuya SAKAI		11/24/2008
RECEIVING PARTY DATA		
Name:	Shimano American Corporation	
Street Address:	One Holland	
City:	Irvine	
State/Country:	CALIFORNIA	
Postal Code:	92618	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29328443	
CORRESPONDENCE DATA		
Fax Number:	(310)203-0567	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-203-8080	
Email:	patentdocket@jmbm.com	
Correspondent Name:	JEFFER, MANGELS, BUTLER & MARMARO, LLP	
Address Line 1:	1900 AVENUE OF THE STARS, 7TH FLOOR	
Address Line 4:	LOS ANGELES, CALIFORNIA 90067	
ATTORNEY DOCKET NUMBER:	63624-5008	
NAME OF SUBMITTER:	Brennan C. Swain	
Total Attachments: 2 source=63624_5008_ASG#page1.tif source=63624_5008_ASG#page2.tif		

CH \$40.00 29328443

500713612

PATENT
REEL: 021884 FRAME: 0503

ASSIGNMENT

(1-8) Insert Name(s) of Inventor(s)	(1) Tatsuya SAKAI	(5)
	(2)	(6)
	(3)	(7)
	(4)	(8)

In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to

(9) Insert name of Assignee	(9) SHIMANO AMERICAN CORPORATION
(10) Insert state of incorporation of Assignee	(10) California
(11) Insert address of Assignee	(11) One Holland Irvine, California 92618 US
	(hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention encompassed by
(12) Insert identification of invention, such as title, case number or foreign application number	(12) FISHING LURE for which the undersigned has (have) executed an application for patent in the United States of America on
(13) Insert date of signing of application	(13) November 24, 2008

1) The undersigned agree(s) to execute all papers necessary in connection with the application and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

Assignment
Page 1 of 2

3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the international Convention for Protection of Industrial Property or similar agreements.

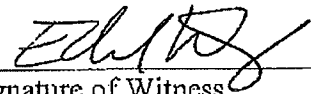
4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

6) The undersigned hereby grants Customer No. 24574, Jeffer Mangels Butler & Marmaro, LLP, the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent & Trademark Office for Recordation of this document.

Nov. 24TH, 2008
Date


Signature of Tatsuya Sakai


Signature of Witness

EDMUND WANG
Printed Name of Witness

Assignment
Page 2 of 2

5775673v1