

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Keng Huat NG | 05/17/2010 |
| RECEIVING PARTY DATA | |
| Name: | Shimano Components (Malaysia) SDN. BHD. |
| Street Address: | Lot 4550, Lorong A-16, Pekan Nanas |
| City: | Pontian, Johor |
| State/Country: | MALAYSIA |
| Postal Code: | 81500 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 12785924 |
| CORRESPONDENCE DATA | |
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| ATTORNEY DOCKET NUMBER: | SN-US080461 |
| NAME OF SUBMITTER: | David L. Tamoff |
| Total Attachments: 1 source=SN-US080461_Assignment#page1.tif | |

CH \$40.00 12785924

ASSIGNMENT

WHEREAS, Keng Huat NG, a citizen of Singapore, whose address is
c/o Shimano Components (Malaysia) SDN. BHD., Lot 4550, Lorong A-16, Pekan Nanas, 81500
Pontian, Johor, Malaysia

hereinafter referred to as the Assignor(s), have invented certain new and useful improvements in

SPINNING REEL DRAG SWITCH DEVICE

for which the Assignor(s) have executed an Application for United States Letters Patent

(X) executed concurrently herewith

() Serial No. _____ Filed _____

, AND WHEREAS, Shimano Components (Malaysia) SDN. BHD. having its principal place
of business at Lot 4550, Lorong A-16, Pekan Nanas, 81500 Pontian, Johor, Malaysia

(hereinafter referred to as the Assignee), is desirous of acquiring the entire right, title, and interest in
and to said invention and said Application and in and to any Letters Patent or Patents, United
States or foreign as indicated below, to be obtained therefor and thereon:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is
herewith acknowledged, the Assignor(s) sell, assign, and transfer, unto the Assignee, its successors,
legal representatives and assigns, the entire right, title, and interest in the United States of America,
and in all foreign countries including, but not limited to, the following countries,


China, Malaysia, Korea, Singapore, Taiwan, and all the Contracting States of the EPC

in, to and under said improvements, and said Application, and all original, divisional, renewal,
continuation, substitute, or reissue applications thereof, including the right to sue and recover for
any past infringement, and all rights of priority from the filing of said Application; and the
Assignor(s) hereby authorize and request the Commissioner of Patents and Trademarks to issue all
Letters Patent on said improvements or resulting therefrom to said Assignee herein, as assignee of
the entire interest therein, for the sole use and behalf of said Assignee, its successors, and assigns,
to the full end of the term or terms for which Letters Patent or Patents may be granted.

Further, the Assignor(s) and their legal representatives, heirs, and assigns do hereby agree and
covenant without further remuneration that they will communicate to said Assignee, its successors,
legal representatives and assigns, any facts known to them respecting said improvements whenever
requested, and will testify in any interferences or other legal proceeding in which any of said
applications or Letters Patent may become involved, sign all lawful papers, execute and deliver all
divisional, continuing, reissue and other applications for Letters Patent on said improvements and all
assignments thereof to said Assignee or its legal representatives, successors, or assigns, make all
rightful oaths and generally do everything necessary to assist said Assignee, its successors, legal
representatives and assigns, to obtain and enforce proper patent protection for said improvements in
the U.S. and said countries, the expenses incident to said applications to be borne and paid by said
assignee.

The undersigned hereby grants the firm of **Global IP Counselors, LLP**, or the firm of **Shinju Global
IP** the power to insert in this Assignment any further identification which may be necessary or
desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this
Assignment.

IN TESTIMONY WHEREOF, the undersigned Assignor(s) have affixed their signatures.

This 17 day of May, 2010 Signature 
Keng Huat NG