

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JEREMY DOUGLAS ANDERSON	02/10/2010
GRANT OLGUIN	02/10/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Black Dog Bait Co.
<b>Street Address:</b>	569 San Ramon Valley Blvd.
<b>City:</b>	Danville
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94526
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29351003
<b>CORRESPONDENCE DATA</b>	
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<b>NAME OF SUBMITTER:</b>	Dah-Bin Kao
<b>Total Attachments: 1</b> source=026901-000700US EXECUTED ASSIGNMENT#page1.tif	

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**ASSIGNMENT OF PATENT APPLICATION**

JOINT

WHEREAS, **JEREMY DOUGLAS ANDERSON** of 5165 Peony Drive, Livermore, CA 94551; and **GRANT OLGUIN** of 569 San Ramon Valley Blvd., Danville, CA 94526, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: **FISHING LURE DESIGN**

Date(s) of execution of Declaration:

Filing Date: **November 25, 2009**

Application No.: **29/351,003; and**

WHEREAS, **Black Dog Bait Co.**, located at 569 San Ramon Valley Blvd., Danville, CA 94526, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;


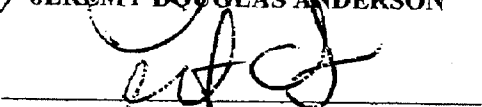
For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignor, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 2/10/10

Dated: 2/10/10

  
JEREMY DOUGLAS ANDERSON  
  
GRANT OLGUIN