

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Bobby Duane KING	05/17/2010
RECEIVING PARTY DATA	
Name:	Black Dog Bait Co.
Street Address:	569 San Ramon Valley Blvd.
City:	Danville
State/Country:	CALIFORNIA
Postal Code:	94526
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29363923
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NAME OF SUBMITTER:	Romano Montecillo
Total Attachments: 1 source=2010_06_14_ASSGMT_907RO-000400US#page1.tif	

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PATENT
REEL: 024546 FRAME: 0541

ASSIGNMENT OF PATENT APPLICATION

SOLE

WHEREAS, **BOBBY DUANE KING**, a citizen of United States of America, residing at **386 Judge Ben Allen Road, Elizabethton, TN, 37643**, hereinafter referred to as "Assignor," is the inventor of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: **SOFT FISHING LURE TAIL DESIGN**

Date(s) of execution of Declaration:

Filing Date: June 16, 2010

Application No.: 29/363,923 (Attorney Docket No. 026901-000400US); and

WHEREAS, Black Dog Bait Co., located at 569 San Ramon Valley Blvd., Danville, California 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 of a royalty rate of 3% of net sales received by ASSIGNEE for swim bait products covered by the issued patent design made by ASSIGNEE, receipt of which is hereby acknowledged by Assignor, Assignor has assigned, and by these presents does 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 any patent application claiming priority from 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 Assignor 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.

Assignor further agrees that Assignor 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 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. Assignor also agrees to adding the Date(s) of execution of Declaration, Filing, and Application Number subsequent to Assignor executing the Assignment.

IN TESTIMONY WHEREOF, Assignor has signed his/her name on the date indicated.

Dated: May 17, 2010

Bobby Duane King
BOBBY DUANE KING