PATENT ASSIGNMENT

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SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Kazuhito OMURA	08/23/2010

RECEIVING PARTY DATA

Name:	FUJI KOGYO CO., LTD.	
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City:	Shizuoka-ken	
State/Country: JAPAN		

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29367551

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NAME OF SUBMITTER: Eugene Mar

Total Attachments: 1

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OP \$40.00

PATENT REEL: 024952 FRAME: 0873 ATTORNEY/DOCKET NO:

RECORDED: 09/08/2010

ASSIGNMENT BY INVENTOR(S) OF U.S. APPLICATION

WHEREAS, I am the original, first and sole inventor and I own (if only one name is listed below) or an original, first and joint inventor and the joint inventors own (if plural names are listed below) (referred to as "ASSIGNOR" below) the subject matter which is claimed and for which a patent is sought on the invention (referred to as the "INVENTION" below) entitled:

Title:	Line guide for fishing rod					
the sp	e specification of which (check one):					
	is executed on even date herewith.					
X	was filed on (day-month-year) 10 August 201	0 as U.S. Application Number	29/367,551			
	was filed on (day-month-year)	as PCT Application Number				
	was executed on the following date(s) (day-month-year)					
	WHEREAS, FUJI KOGYO CO., LTD.					

having a postal address of No. 19-3, Minami-cho, Suruga-ku, Shizuoka-shi, Shizuoka-ken, Japan

(referred to as "ASSIGNEE" below) desires to acquire the entire right, title and interest in and to the same in the U.S.;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, ASSIGNOR, by these presents does sell, assign and transfer unto ASSIGNEE, the entire right, title, and interest in and to said INVENTION and application throughout the United States of America, including any and all patents granted on any division, continuation, continuation-in-part and reissue of said application.

ALSO, ASSIGNOR hereby agrees to execute any documents that legally may be required in connection with the filing, prosecution and maintenance of said application or any other patent applications in the United States for said INVENTION, including additional documents that may be required to affirm the rights of ASSIGNEE in and to said INVENTION, all without further consideration. ASSIGNOR also agrees, without further consideration and at ASSIGNEE's expense, to identify and communicate to ASSIGNEE at ASSIGNEE's request documents and information concerning the INVENTION that are within ASSIGNOR's possession or control, and to provide further assurances and testimony on behalf of ASSIGNEE that lawfully may be required of ASSIGNOR in respect of the prosecution, maintenance and defense of any patent application or patent encompassed within the terms of this instrument. ASSIGNOR's obligations under this instrument shall extend to ASSIGNOR's heirs, executors, administrators and other legal representatives.

ALSO, ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all patents referred to above to ASSIGNEE, as the ASSIGNEE of the entire right, title and interest in and to the same, for ASSIGNEE's sole use and behoof; and for the use and behoof of ASSIGNEE's legal representatives and successors, to the full end of the term for which such patent may be granted, as fully and entirely as the same would have been held by ASSIGNOR had this assignment and sale not been made.

ASSIGNOR authorizes any member of the firm of Bacon & Thomas, PLLC to insert or complete any information in this document needed to effect its recordal in the U.S. Patent and Trademark Office.

Full Name of First or Sole Inventor Kazuhito OMURA	Post Office Address No. 19-3, Minami-cho, Suruga-ku, Shizuoka-shi, Shizuoka-ken, Japan	
Citizenship Japan	Residence (city, and either state or foreign country, MPEP §605.02) No. 19-3, Minami-cho, Suruga-ku, Shizuoka-shi, Shizuoka-ken, Japan	
Date August 23, 2010	Signature Kaguhih Omura	

See following page(s) for additional joint inventors.

(06Nov2001)

PATENT REEL: 024952 FRAME: 0874