

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
David S. Heller	08/30/2010
Robert P. Hauck	09/02/2010
RECEIVING PARTY DATA	
Name:	Ross Outdoor Sports Specialties, LLC
Street Address:	1 Ponderosa Ct.
City:	Montrose
State/Country:	COLORADO
Postal Code:	81401
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29369415
CORRESPONDENCE DATA	
Fax Number:	(303)268-0065
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	Mjameson@sbiplaw.com
Correspondent Name:	Swanson & Bratschun, L.L.C.
Address Line 1:	8210 SouthPark Terrace
Address Line 4:	Littleton, COLORADO 80120
ATTORNEY DOCKET NUMBER:	0355.01D
NAME OF SUBMITTER:	William F. Vobach
Total Attachments: 2 source=Executed_Assignment#page1.tif source=Executed_Assignment#page2.tif	

CH \$40.00 29369415

ASSIGNMENT

WHEREAS, the undersigned inventor(s) (referred to, collectively, if more than one, as "Assignor") have made an invention entitled Fishing Reel for which an application for United States Letters Patent was filed on September 8, 2010 as Application Serial No. 29/369,415, and

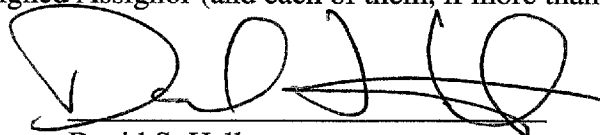
WHEREAS, **Ross Outdoor Sports Specialties, LLC**, a Colorado limited liability company ("Assignee") having a place of business at **1 Ponderosa Ct., Montrose, CO 81401**, desires to acquire all right, title and interest in and to the above identified invention and application;

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby sell, assign, convey and transfer unto Assignee all right, title and interest in and to the above identified invention and application, together with all corresponding foreign applications and patents which may be filed thereon, including the right to claim priority from the above identified United States application; and Assignor hereby agrees that Assignor will sign all lawful papers, including, without limitation, all divisional, continuation, renewal, extension and reissue applications, and make all rightful oaths in execution thereof, and will generally do everything possible to aid Assignee, its successors, assigns and nominees to obtain and enforce proper protection for the invention in all countries, this obligation to be binding upon Assignor (each and severally, if more than one) and upon Assignor's personal representative or other legal successor.

Assignor hereby authorizes and requests Swanson and Bratschun, L.L.C. to insert herein above the application serial number and filing date of said application when known.

IN TESTIMONY WHEREOF, the undersigned Assignor (and each of them, if more than one) has signed below.

Date: 8/30/10



David S. Heller
1 Ponderosa Ct.
Montrose, CO 81401

Address:

STATE OF COLORADO)

COUNTY OF DENVER) ss.

The foregoing instrument was acknowledged before me this 30 day of AUGUST, 2010, by David S. Heller.

Witness my hand and official seal.
My commission expires: 1-18-2011


Notary Public

X Date: 9/2/10

Robert P. Hauck

Robert P. Hauck
1 Ponderosa Ct.
Montrose, CO 81401

Address:

STATE OF Colorado)

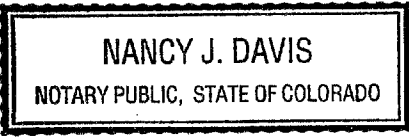
COUNTY OF Montrose)

ss.

The foregoing instrument was acknowledged before me this 2nd day of September 2010,
by Robert P. Hauck.

Witness my hand and official seal.
My commission expires: 9/23/2013

Nancy J. Davis
Notary Public



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