

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ross Outdoor Sports Specialties, LLC	10/01/2010
RECEIVING PARTY DATA	
Name:	3M Company
Street Address:	3M Center
City:	Saint Paul
State/Country:	MINNESOTA
Postal Code:	55144-1000
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29369415
CORRESPONDENCE DATA	
Fax Number:	(651)736-3833
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6517331537
Email:	jlbrownson@mmm.com
Correspondent Name:	3M Innovative Properties Company
Address Line 1:	3M Center
Address Line 2:	P.O. Box 33427
Address Line 4:	Saint Paul, MINNESOTA 55133-3427
NAME OF SUBMITTER:	Jody L. Bronson
Total Attachments: 3 source=Ross Outdoor Assign 29 369415 Design#page1.tif source=Ross Outdoor Assign 29 369415 Design#page2.tif source=Ross Outdoor Assign 29 369415 Design#page3.tif	

CH \$40.00 29369415

UNITED STATES DESIGN APPLICATION ASSIGNMENT

This United States Design Application Assignment (the "Design Assignment Agreement"), is entered into this 1st day of October, 2010, by and among Ross Outdoor Sports Specialties, LLC, a Colorado limited liability company, 1 Ponderosa Court, Montrose, Colorado 81401, U.S.A. ("Assignor") and 3M Company, a corporation of Delaware, 3M Center, 2501 Hudson Road, St. Paul, Minnesota 55144, U.S.A. ("Assignee").

WHEREAS, simultaneously herewith Assignor and Assignee have entered into that certain Asset Purchase Agreement ("Purchase Agreement") dated October 1, 2010 by and between Assignor, Assignee, David S. Heller, and Dan V. Clark. Capitalized terms used but not otherwise defined herein shall have the meanings set forth in the Purchase Agreement; and

WHEREAS, Assignor, is the owner of the entire right, title and interest in and to the following United States design application ("Design"); and

<u>Application No.</u>	<u>Filed</u>	<u>First Named Inventor</u>	<u>Title</u>
29/369415	September 8, 2010	David S. Heller	Fishing Reel

WHEREAS, Assignee, is desirous of acquiring the right, title and interest in, to and under said Design and the inventions covered thereby.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in and to the above-identified Design, including all reissues, divisions, continuations, continuations-in-part, and extensions and foreign counterparts thereof, to be held and enjoyed by Assignee as fully and entirely as it would have been held and enjoyed by Assignor if this assignment had not been made, including all claims, demands and right of recovery that Assignor has or may have in profits and damages for past and future infringement, if any, and all rights to compromise, sue for, and collect such profits and damages.

Each party acknowledges and agrees that neither the representations and warranties nor the rights, remedies or obligations of any party under the Purchase Agreement shall be deemed to be enlarged, modified or altered in any way by this Design Assignment Agreement. In the event of any conflict or inconsistency between the terms of this Design Assignment Agreement and the Purchase Agreement, the terms of the Purchase Agreement shall govern and control. This Design Assignment Agreement shall be construed in accordance with, and governed by, the laws of the State of Colorado without regard to its rules regarding conflicts of law.

(Remainder of Page Intentionally Left Blank – Signature Page Follows)

IN WITNESS WHEREOF, the parties have caused this Design Patent Assignment Agreement to be executed effective the 1st day of October, 2010.

ASSIGNOR:

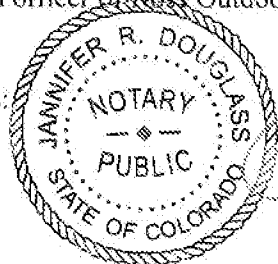
Ross Outdoor Sports Specialties, L.L.C.,
a Colorado limited liability company

By: [Signature]
Name: Dan. V. Clark
Its: Manager

STATE OF COLORADO
COUNTY OF ARAPAHOE

On this 28th day of September, 2010, before me, a Notary Public in and for the State and County foresaid, personally appeared Dan V. Clark, known by me to be the person above named, who acknowledged to me that he executed the foregoing Design Patent Assignment Agreement in his duly authorized capacity as an officer of Ross Outdoor Sports Specialties, L.L.C, and for the purpose therein set forth.

My Commission Expires:



[Signature]
Notary Signature

My Commission Expires 09/08/2012

ASSIGNEE:

3M Company
a Delaware corporation

By: _____
Name: _____
Its: _____

STATE OF _____
COUNTY OF _____

On this _____ day of _____, 2010, before me, a Notary Public in and for the State and County foresaid, personally appeared _____, known by me to be the person above named, who acknowledged to me that he executed the foregoing Design Patent Assignment Agreement in his duly authorized capacity as an officer of 3M Company, and for the purpose therein set forth.

My Commission Expires:

Notary Signature

IN WITNESS WHEREOF, the parties have caused this Design Patent Assignment Agreement to be executed effective the 1st day of October, 2010.

ASSIGNOR:

Ross Outdoor Sports Specialties, L.L.C.,
a Colorado limited liability company

By: _____
Name: Dan. V. Clark
Its: Manager

STATE OF COLORADO
COUNTY OF ARAPAHOE

On this _____ day of September, 2010, before me, a Notary Public in and for the State and County foresaid, personally appeared Dan V. Clark, known by me to be the person above named, who acknowledged to me that he executed the foregoing Design Patent Assignment Agreement in his duly authorized capacity as an officer of Ross Outdoor Sports Specialties, LLC, and for the purpose therein set forth.

My Commission Expires:

Notary Signature

ASSIGNEE:

3M Company
a Delaware corporation

By: _____
Name: Robert W. Spague
Its: Assistant Secretary

STATE OF Minnesota
COUNTY OF Ramsey

On this 1st day of October, 2010, before me, a Notary Public in and for the State and County foresaid, personally appeared Robert W. Spague, known by me to be the person above named, who acknowledged to me that he executed the foregoing Design Patent Assignment Agreement in his duly authorized capacity as an officer of 3M Company, and for the purpose therein set forth.

My Commission Expires: 1-31-2015

Rochelle Wylie

Notary Signature

{Signature page- Design Patent Assignment}

