

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Cold River Unlimited, Inc.	05/11/2011
RECEIVING PARTY DATA	
Name:	Jerryjack Outdoors, LLC
Street Address:	2070A South Tate Street
City:	Corinth
State/Country:	MISSISSIPPI
Postal Code:	38834
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	5521655
CORRESPONDENCE DATA	
Fax Number:	(404)439-1813
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	4048705703
Email:	michelle.miller@agg.com
Correspondent Name:	Arnall Golden Gregory LLP
Address Line 1:	171 17th Street NW
Address Line 4:	Atlanta, GEORGIA 30363-1031
ATTORNEY DOCKET NUMBER:	17583.1
NAME OF SUBMITTER:	Michelle D. Miller
Total Attachments: 2 source=Assignment to JerryJack Outdoors#page1.tif source=Assignment to JerryJack Outdoors#page2.tif	

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ASSIGNMENT

WHEREAS, **COLD RIVER UNLIMITED, INC.**, a Mississippi corporation, whose post-office address is 2070A South Tate Street, Corinth, Mississippi 38834, is owner of the entire right, title and interest in new and useful improvements in the invention entitled “**CAMOUFLAGE EYEWEAR**” for which the following application has been filed: United States Patent Application filed on **October 24, 1994** and assigned Application No. **08/328,139**, issuing as United States Patent No. **5,521,655** on **May 28, 1996**; and

WHEREAS, **JERRYJACK OUTDOORS, LLC**, a Mississippi limited liability company, whose post-office address is 2070A South Tate Street, Corinth, Mississippi 38834, is desirous of acquiring the entire interest in the same;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, **COLD RIVER UNLIMITED, INC.** hereby does sell, assign and transfer unto said **JERRYJACK OUTDOORS, LLC**, its entire right, title and interest in and to said invention(s), application(s), and patent(s) throughout the world, including, without limitation: (1) any Letters Patents which may issue therefor or thereon, (2) any subsequent applications and patents derived from or claiming priority to the above-identified application(s) and patent(s)—including any reissues, reexaminations, divisionals, continuations-in-part, extensions or continuations thereof—and (3) all rights of priority under the Paris Convention arising from said application(s) and patent(s); the same for **JERRYJACK OUTDOORS, LLC**, its legal representatives and assigns, as fully and entirely as the same would have been held by **COLD RIVER UNLIMITED, INC.** had this assignment and sale not been made; and

COLD RIVER UNLIMITED, INC. hereby binds itself, its legal representatives and assigns properly to execute without further consideration any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect, the sale, assignment, transfer and conveyance hereby made or intended to be made and generally do everything possible to aid **COLD RIVER UNLIMITED, INC.**, its legal representatives and assigns, to obtain and enforce proper protection for said invention(s) in all countries throughout the world.

IN WITNESS WHEREOF, I have executed this Assignment this 11th day
of May, 2011.

COLD RIVER UNLIMITED, INC.

By: Bangy Massey (L.S.)
Title: President

State of Mississippi
County of Alcorn

On this 11th day of May, 2011, before me, a Notary Public, came Bangy Massey, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.

Judy S. Jeter
Notary Public
My Commission Expires: 2-11-14

