

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Mikael Brandt	12/13/2011
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	OY FP FINLAND LTD
<b>Street Address:</b>	Santalantie 8
<b>City:</b>	Hanko
<b>State/Country:</b>	FINLAND
<b>Postal Code:</b>	FI-10960
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29408616
<b>CORRESPONDENCE DATA</b>	
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<b>Address Line 4:</b>	Maywood, NEW JERSEY 07607
<b>ATTORNEY DOCKET NUMBER:</b>	3208-2-004
<b>NAME OF SUBMITTER:</b>	DAVID A. JACKSON
<b>Total Attachments: 2</b> source=3208-2-004 - Assignment#page1.tif source=3208-2-004 - Assignment#page2.tif	

OP \$40.00 29408616

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**PATENT**  
**REEL: 027385 FRAME: 0181**

**ASSIGNMENT**

WHEREAS, I, **Mikael BRANDT**, a citizen of Finland, residing at  
c/o Oy FP Finland Ltd., Santalantie 8, FI-10960 Hanko, Finland,

ASSIGNOR, have invented certain new, original and ornamental improvements in a design for

**FISHING LURES**

for which I am filing an Application for Design Letters Patent in the United States on or before  
**December 16, 2011**, claiming priority from EU Community Design Registration No.  
001878760-0003; and

WHEREAS, **OY FP FINLAND LTD**  
a limited company organized under the laws of Finland  
with an office at  
Santalantie 8  
FI-10960 Hanko  
Finland

ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the said  
improvements and the said application;

NOW, THEREFORE, for other good and valuable consideration, the receipt of which is  
hereby acknowledged, I the said

**Mikael BRANDT**

have sold, assigned, transferred and set over, and by these presents do hereby sell, assign,  
transfer and set over, to the said

**OY FP FINLAND LTD,**

its successors, legal representatives and assigns, the entire right, title and interest in, to and  
under the said improvements, and the said application and all divisions, renewals, and  
continuations thereof, and all Letters Patent of the United States which may be granted thereon  
and all reissues and extensions thereof, and all applications for Letters Patent which may  
hereafter be filed for said improvements in any country or countries foreign to the United States,  
including the right to claim priority under the terms of any appropriate International Convention  
based upon said application for Letters Patent of the United States, and all Letters Patent which  
may be granted from said improvements in any country or countries foreign to the United States  
and extensions, renewals and reissues thereof; and I hereby authorize and request the  
Commissioner of Patents and Trademarks of the United States and any official of any country or  
countries foreign to the United States, whose duty is to issue patents on applications as  
aforesaid, to issue all Letters Patent for said improvements to the said

**OY FP FINLAND LTD,**

its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant that I have full right to convey the interest herein assigned in the manner hereinabove set forth, and that I have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to the said

**OY FP FINLAND LIMITED,**

its successors, legal representatives and assigns, any fact known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisions, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said

**OY FP FINLAND LIMITED,**

its successors, legal representatives and assigns, to obtain and enforce proper Patent Protection for said improvements in the United States.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal the day and year set opposite my signature.

Date 13.12.2011

Mikael BRANDT L.S.  
Mikael BRANDT