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U.S. PTO  
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08/30/2012



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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

**PATENTS ONLY**

Attorney Docket No.: P/334-1

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

8-30-12

1. Name of conveying party(ies):

Steven R. Culver  
Eric M. Shinner

2. Name and address of receiving party(ies)

Name: LICK-EM LURE COMPANY, INC.

Internal Address:

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Other \_\_\_\_\_

Street Address: 171 Dartmouth Dr. N.W.

City: Port Charlotte State: FL Zip: 33952

Execution Date: 7/31/12

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: 7/31/12

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Philip M. Weiss

Internal Address:

WEISS & WEISS

Street Address: 410 Jericho Turnpike

Suite 105

City: Jericho State: New York Zip: 11753

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41).....\$ \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

**DO NOT USE THIS SPACE**

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Philip M. Weiss

Name of Person Signing

Signature

8/30/12

Date

Total number of pages including cover sheet, attachments, and documents: 5

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

09/04/2012 SDIRETAL 08080022 13573213

86 FC:8021 PATENT

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48.00 09

For:  U.S. and/or  Foreign Rights  
For:  U.S. Application or  U.S. Patent  
By:  Inventor(s) or  Present Owner

**ASSIGNMENT OF INVENTION**

In consideration of the payment by ASSIGNEE to ASSIGNORS of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNORS:

Steven R. Culver  
Eric M. Shinner

(If assignment is by person or entity to whom invention was previously assigned and this was recorded in PTO add the following)

Recorded on:  
Reel  
Frame

hereby sells, assigns and transfers to

ASSIGNEE:

LICK-EM LURE COMPANY, INC.  
(Type or print name of ASSIGNEE)  
171 dartmouth dr. n.w  
Address  
Port Charlotte, fl. 33952

Nationality

and the successors, assigns and legal representatives of the ASSIGNEE

the entire right, title and interest

an undivided \_\_\_\_\_ percent (\_\_\_\_\_% ) interest for the United States and its territorial possessions

and in all foreign countries, including all rights to claim priority, the right to sue for present, past and future infringement, in the United States, its territorial possessions, and in all foreign countries, including all treaty and convention rights in and to the invention and any and all improvements entitled:

**RUBBER OR SOFT PLASTIC FISHING SPOON LURE**  
(title of invention)

and which is found in

- (a)  U.S. patent application executed on even date herewith.
- (b)  U.S. patent application executed on \_\_\_\_\_.
- (c)  U.S. application Serial No. \_\_\_\_\_ filed on \_\_\_\_\_.
- (d)  U.S. provisional application No. 60/ \_\_\_\_\_  
filed on \_\_\_\_\_.
- (e)  U.S. Patent No. \_\_\_\_\_ issued \_\_\_\_\_.
- (f)  PCT application No. \_\_\_\_\_  
filed on \_\_\_\_\_.

- A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.
- (g)  and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, continuation-in-part, divisional, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof

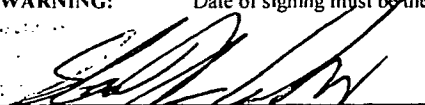
ASSIGNORS hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNORS hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all such Letters Patent to ASSIGNEE:


ASSIGNORS further covenants to promptly provide all pertinent facts and documents known and accessible to ASSIGNORS relating to said invention and said Letters Patent and legal equivalents; to testify as to the same in any interference, litigation or proceeding related thereto; to execute and deliver any and all papers that may be necessary or desirable to perfect the title to said invention or any Letters Patents which may be granted therefor in said ASSIGNEE, its successors, assigns or other legal representatives; to execute any additional or divisional applications for patents for said invention, or any part or parts thereof, and for the reissue of any Letters Patents to be granted therefor; and to make all rightful oaths and do all lawful acts requisite for procuring the same or for aiding therein, all without further compensation, but at the sole expense of ASSIGNEE, its successors, assigns, or other legal representatives.

ASSIGNORS hereby grants ASSIGNEE and Assignee's attorneys the power to insert the Serial No. and/or filing date of the above-described application(s) after such information becomes known to them. IN WITNESS WHEREOF, I/We have hereunto set hand and seal.

WARNING: Date of signing must be the same as the date of execution of the application if item (a) was checked above.

  
 \_\_\_\_\_  
 Steven R. Culver

7-31-12  
 \_\_\_\_\_  
 Dated

  
 \_\_\_\_\_  
 Eric M. Shinner

7-31-12  
 \_\_\_\_\_  
 Dated

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\_\_\_\_\_  
 Dated

If ASSIGNOR is a legal entity complete the following information

Type or print the name of the above person  
authorized to sign on behalf of ASSIGNOR

Title

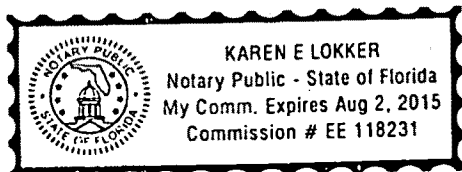
NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized then it will only be prima facie evidence of execution 35 USC 261. Use next page if notarization is desired.

Notarization or Legalization Page Added.

State of Florida )  
County of Charlotte ) ss

Before me this 30<sup>th</sup> July day of June, 2012

personally appeared Steven R. Culver to me personally known to be the person described in and who executed the above instrument, and acknowledged to me that he/she executed the same of his own free will for the purposes therein set forth.



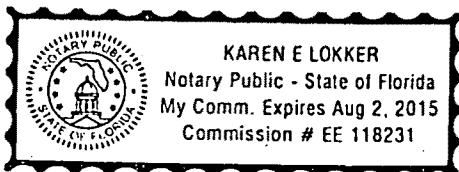
Karen E Lokker  
Notary Public

AFFIX SEAL

State of Florida )  
County of Charlotte ) ss

Before me this 31<sup>st</sup> July day of June, 2012

personally appeared Eric M. Shinner to me personally known to be the person described in and who executed the above instrument, and acknowledged to me that he/she executed the same of his own free will for the purposes therein set forth.



Karen E Lokker  
Notary Public

AFFIX SEAL