

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ian Peter MARSHALL	02/08/2013
RECEIVING PARTY DATA	
Name:	ROCKS OFF LIMITED
Street Address:	Northfield Point, Cunliffe Drive
Internal Address:	Satisfaction House, Unit C
City:	Kettering, Northamptonshire
State/Country:	UNITED KINGDOM
Postal Code:	NN16 9QL
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29440892
CORRESPONDENCE DATA	
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Address Line 2:	Heslin Rothenberg Farley & Mesiti P.C.
Address Line 4:	Albany, NEW YORK 12203
ATTORNEY DOCKET NUMBER:	1679.083
NAME OF SUBMITTER:	Jeff Rothenberg
Signature:	/Jeff Rothenberg/
Date:	04/10/2013

CH \$40.00 29440892

This document serves as an Oath/Declaration (37 CFR 1.63).

**Total Attachments: 3**

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**ASSIGNMENT AND DECLARATION**

WHEREAS, I,

Ian Peter MARSHALL, a citizen of the United Kingdom, residing at Satisfaction House, Unit C, Northfield Point, Cunliffe Drive, Kettering, Northamptonshire, NN16 9QL, United Kingdom, have invented certain new and useful improvements in

**VIBRATING FISHING LURE**

which is the subject of United States Application Serial Number 29/440,892 filed December 28, 2012, and

WHEREAS, ROCKS OFF LIMITED, having offices at Satisfaction House, Unit C, Northfield Point, Cunliffe Drive, Kettering, Northamptonshire, NN16 9QL, United Kingdom, is desirous of obtaining the entire right, title and interest in, to and under said improvements and said application; and

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which I hereby acknowledge, I, Ian Peter MARSHALL, do hereby assign, transfer and set over to ROCKS OFF LIMITED, its successors, legal representatives and assigns, the entire right title and interest in, to and under said improvements, the above-identified application - including the right to claim priority to said application - all divisions, renewals and continuations thereof, and all Letters Patent 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, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to ROCKS OFF LIMMITED, 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 entire interest herein assigned, 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 ROCKS OFF LIMITED, its successors, legal representatives and assigns, any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid ROCKS OFF LIMITED, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries;

AND I HEREBY grant Heslin Rothenberg Farley & Mesiti, P.C. the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document;

AND I HEREBY, as the above named inventor, declare that the above-identified application was made or authorized to be made by me;

AND I HEREBY, as the above named inventor, declare that I believe that I am the original inventor of a claimed invention in the above-identified application;

AND I HEREBY state that I have reviewed and understand the contents of the above-identified specification, including the claim;

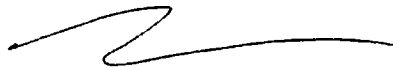
AND I HEREBY acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.


AND I HEREBY declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that any willful false statements and the like so made in this declaration are punishable by fine or imprisonment of not more than five (5) years,

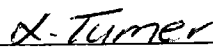
Serial No.: 29/440,892  
Attorney Docket No.: 1679.083

or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 8<sup>th</sup> day of  
February, 2013.

  
\_\_\_\_\_  
Ian Peter MARSHALL

  
\_\_\_\_\_  
Witness SURJIT OKRAM

  
\_\_\_\_\_  
Witness LISA TURNER