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U.S. DEPARTMENT OF COMMERCE  
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To the Director of the U.S. Patent and T

5th Floor  
ments or the new address(es) below

1. Name of conveying party(ies)

Ray L. Norman

2. Name and address of receiving party(ies)

Name: Red Hot Lure, LLC

Internal Address: c/o Pearl Law, LLC

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 7-02-2013

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Joint Research Agreement

☐ Government Interest Assignment

☐ Executive Order 9424, Confirmatory License

☐ Other

Street Address: 522 SW 5<sup>th</sup> Avenue  
Suite 1100

City: Portland

State: Oregon

Country: Multnomah Zip: 97204

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

4. Application or patent number(s):

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

A. Patent Application No.(s)

8,474,174

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Francis I. Gray

Internal Address: Patent Attorney

Street Address: PO Box 1931

City: Lake Oswego

State: Oregon Zip: 97035

Phone Number: 503-636-1952

Docket Number: Norman-001

Email Address: fgray-pat@msn.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40

☐ Authorized to be charged to deposit account

☒ Enclosed

☐ None required (government interest not affecting title)

8. Payment Information

Deposit Account Number:

Authorized User Name: 00000038 8474174

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9. Signature:

Francis I. Gray  
Signature

Francis I. Gray

Name of Person Signing

7-08-2013  
Date

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

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

## ASSIGNMENT

I, Ray L. Norman, an individual, have invented certain new and useful improvements for a fishing lure, for which I have been awarded U.S. Patent No. 8,474,174 (hereinafter called "Patent"), issued July 2, 2013 entitled "An Improved Baited Lure", as the sole inventor.

~~Red Hot Lure, LLC, (hereinafter called "Assignee"), an Oregon domestic limited liability corporation whose address is %Pearl Law, LLC, 522 SW 5<sup>th</sup> Avenue, Suite 1100, Portland, OR 97204, desires to acquire my entire right, title and interest in and to said Patent.~~  
Red Hot Lure, LLC, (hereinafter called "Assignee"), an Oregon domestic limited liability corporation whose address is %Pearl Law, LLC, 522 SW 5<sup>th</sup> Avenue, Suite 1100, Portland, OR 97204, desires to acquire my entire right, title and interest in and to said Patent.

Therefore for good and valuable consideration, the receipt and sufficiency of which is acknowledged, I hereby assign and transfer to Assignee my entire right, title and interest in and to said Patent, and to any other corresponding foreign patents which may issue thereon throughout the world.

I hereby covenant that I have the full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

This assignment is binding upon me and my heirs, successors and personal representatives, and shall inure to the benefit of Assignee, its successors, assigns and nominees.

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

Date: 7-2-2013 Signature: [Signature]  
Ray L. Norman

Witnessed by: William G. Norman Date: 7-2-2013  
Signature: William G. Norman

PATENT