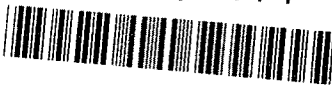


06/05/2014



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S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

9/17/13

R

To the Director of the U.S. Patent and Trademark Office: Please record the attachments or the new address(es) below.

1. Name of conveying party(ies)

Lonnie D. Stanley

2. Name and address of receiving party(ies)

Name: HALE LURE, LLC

Internal Address:

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

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

Execution Date(s) 8/9/13

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other

Street Address: 15325 HOSSTON RD. SADDY

City: HOSSTON

State: LOUISIANA

Country: USA Zip: 71043

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

4. Application or patent number(s):

A. Patent Application No.(s)

☐ This document serves as an Oath/Declaration (37 CFR 1.63).
B. Patent No.(s)

PLEASE SEE ATTACHED.

Additional numbers attached? ☐ Yes ☐ No

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

Name: JEFFREY P. BATES

Internal Address:

Street Address: 101 S. FIRST STREET

City: LUFKIN

State: TX Zip: 75901

Phone Number: 936-639-1900

Docket Number:

Email Address: jpbates@awc-rod.com

6. Total number of applications and patents involved: 5

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 200

- ☐ Authorized to be charged to deposit account
☒ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

Deposit Account Number

Authorized User Name

9. Signature:

Jeffrey P. Bates

Signature

JEFFREY P. BATES

Name of Person Signing

9-12-13

Date

Total number of pages including cover sheet, attachments, and documents: 6

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 1460, Alexandria, V.A. 22313-1460

PATENT

REEL: 033133 FRAME: 0811

Attachment:

5,426,886

D540,421

D540,420

5,481,821

D552,706

ASSIGNMENT OF RIGHTS- PATENT 5,426,886

Lonnie D. Stanley ("Assignor") is owner of U.S. Patent Number: 5,426,886, dated June 27, 1995, titled "Rattle Holding Attachment For Fishing Lures", (the "Patent"). Hale Lure, LLC ("Assignee") desires to acquire rights in and to the Patent.

Therefore, for valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee 100% of its right, title and interest in the invention and Patent to Assignee for the entire term of the Patent and any reissues or extensions and for the entire terms of any patents, reissues or extensions that may issue from foreign applications, divisions, continuations in whole or part or substitute applications filed claiming the benefit of the Patent. The right, title and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Assignor further agrees to: (a) cooperate with Assignee in the protection of the patent rights and prosecution and protection of foreign counterparts; (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer; and (c) perform such other acts as Assignee lawfully may request to obtain or maintain the Patent and any and all applications and registrations for the invention in any and all countries.

Date: 8/9/13

BY: Lonnie D. Stanley
Lonnie D. Stanley, Assignor

STATE OF TEXAS :
COUNTY OF Angelina :

This instrument was acknowledged before me on the 9th day of August, 2013, by Lonnie D. Stanley, with full authority so to do.



Pamela Kay Cates
Notary Public, State of Texas

My Commission Expires: _____

ASSIGNMENT OF RIGHTS- PATENT US D540,421 S

Lonnie D. Stanley ("Assignor") is owner of U.S. Patent Number: US D540,421 S, dated April 10, 2007, titled "Hook, Wedge And Tapered Keeper", (the "Patent"). Hale Lure, LLC ("Assignee") desires to acquire rights in and to the Patent.

Therefore, for valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee 100% of its right, title and interest in the invention and Patent to Assignee for the entire term of the Patent and any reissues or extensions and for the entire terms of any patents, reissues or extensions that may issue from foreign applications, divisions, continuations in whole or part or substitute applications filed claiming the benefit of the Patent. The right, title and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

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Date:

8/9/13

BY:

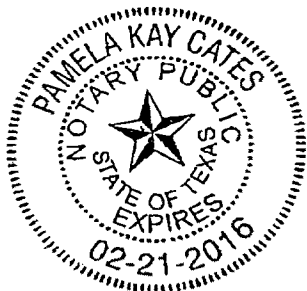
Lonnie D. Stanley

Lonnie D. Stanley, Assignor

STATE OF TEXAS :

COUNTY OF Angeline :

This instrument was acknowledged before me on the 9th day of August, 2013, by Lonnie D. Stanley, with full authority so to do.



Pamela Kay Cates
Notary Public, State of Texas

My Commission Expires: _____

PATENT

REEL: 033133 FRAME: 0814

ASSIGNMENT OF RIGHTS- PATENT US D540,420 S

Lonnie D. Stanley ("Assignor") is owner of U.S. Patent Number: US D540,420 S, dated April 10, 2007, titled "Hook And Tapered Keeper", (the "Patent"). Hale Lure, LLC ("Assignee") desires to acquire rights in and to the Patent.

Therefore, for valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee 100% of its right, title and interest in the invention and Patent to Assignee for the entire term of the Patent and any reissues or extensions and for the entire terms of any patents, reissues or extensions that may issue from foreign applications, divisions, continuations in whole or part or substitute applications filed claiming the benefit of the Patent. The right, title and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Assignor further agrees to: (a) cooperate with Assignee in the protection of the patent rights and prosecution and protection of foreign counterparts; (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer; and (c) perform such other acts as Assignee lawfully may request to obtain or maintain the Patent and any and all applications and registrations for the invention in any and all countries.

Date: 8/9/13

BY: Lonnie D. Stanley

Lonnie D. Stanley, Assignor

STATE OF TEXAS :
COUNTY OF Angelina :

This instrument was acknowledged before me on the 9th day of August, 2013, by Lonnie D. Stanley, with full authority so to do.



Pamela Kay Gates
Notary Public, State of Texas

My Commission Expires: _____

ASSIGNMENT OF RIGHTS- PATENT 5,481,821

Lonnie D. Stanley ("Assignor") is owner of U.S. Patent Number: 5,481,821, dated January 9, 1996, titled "Spinner Blade And Fishing Lure", (the "Patent"). Hale Lure, LLC ("Assignee") desires to acquire rights in and to the Patent.

Therefore, for valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee 100% of its right, title and interest in the invention and Patent to Assignee for the entire term of the Patent and any reissues or extensions and for the entire terms of any patents, reissues or extensions that may issue from foreign applications, divisions, continuations in whole or part or substitute applications filed claiming the benefit of the Patent. The right, title and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

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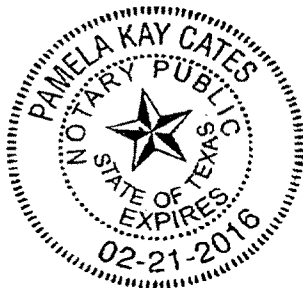
Date: 8/9/13

BY: Lonnie D. Stanley

Lonnie D. Stanley, Assignor

STATE OF TEXAS :
COUNTY OF Angelina :

This instrument was acknowledged before me on the 9th day of August, 2013, by Lonnie D. Stanley, with full authority so to do.



Pamela Kay Cates
Notary Public, State of Texas

My Commission Expires: _____

ASSIGNMENT OF RIGHTS- PATENT US D552,706 S

Lonnie D. Stanley ("Assignor") is owner of U.S. Patent Number: US D552,706 S, dated October 9, 2007, titled "Swimming Jig Lure", (the "Patent"). Hale Lure, LLC ("Assignee") desires to acquire rights in and to the Patent.

Therefore, for valuable consideration, the receipt of which is acknowledged, Assignor assigns to Assignee 100% of its right, title and interest in the invention and Patent to Assignee for the entire term of the Patent and any reissues or extensions and for the entire terms of any patents, reissues or extensions that may issue from foreign applications, divisions, continuations in whole or part or substitute applications filed claiming the benefit of the Patent. The right, title and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

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Date: 8/9/13

BY: Lonnie D. Stanley
Lonnie D. Stanley, Assignor

STATE OF TEXAS :
COUNTY OF Angelina:

This instrument was acknowledged before me on the 9th day of August, 2013, by Lonnie D. Stanley, with full authority so to do.



Pamela Kay Cates
Notary Public, State of Texas

My Commission Expires: _____