

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	ROBERT SENTER	01/20/2015
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<b>Postal Code:</b>	80906	
<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	
<b>Application Number:</b>	14602529	
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<b>ATTORNEY DOCKET NUMBER:</b>	432.0006	
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<b>SIGNATURE:</b>	/David A. Clausnitzer/	
<b>DATE SIGNED:</b>	01/22/2015	
<b>Total Attachments: 2</b>		
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## ASSIGNMENT

WHEREAS, the following party:

**Name**

**Address**

Robert Senter

82 Marland Road S., Colorado Springs, CO 80906

hereinafter referred to as ASSIGNOR, has individually or jointly invented certain new and useful improvements ("invention(s)") as described and set forth in the below-identified patent applications (where applicable):

☒ Utility application for United States Letters Patent entitled "ILLUMINATED POLYMER LENTICULAR FISHING LURES," which will be filed with the United States Patent and Trademark Office (USPTO) (filed on \_\_\_\_\_, and assigned Serial No. \_\_\_\_\_), and

☒ (WHERE APPLICABLE) U.S. Provisional application entitled "ILLUMINATED SPOON FISHING LURE", filed with the USPTO on January 22, 2014, and assigned Serial No. 61/930,203.

WHEREAS, R2 Innovations, LLC, 82 Marland Road S., Colorado Springs, CO 80906, hereinafter referred to as ASSIGNEE, is desirous of acquiring ASSIGNOR'S interest in and to said invention(s), and said utility application, said provisional application (where applicable), and any U.S. and foreign patents which are related to the same.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by ASSIGNOR, ASSIGNOR has sold, assigned and transferred and does hereby sell, assign and transfer unto ASSIGNEE, and ASSIGNEE'S successors and assigns, (a) the entire right, title and interest, for the United States of America, in and to said invention(s), said utility application, and said provisional application (where applicable) and all the rights and privileges in any application and under any and all patents that may be granted in the U.S. for said inventions, including all corresponding provisional, continuation, continuation-in-part, divisional, reissue, and reexamination applications; and (b) the entire right, title and interest in and to said inventions(s), said utility application, and said provisional application (where applicable) for all countries foreign to the U.S., including all rights of priority arising from them, and all the rights and privileges under any and all forms of protection, including patents, that may be granted in said countries foreign to the U.S. for them.

ASSIGNOR authorizes ASSIGNEE to make application for such protection in its own name and maintain such protection in any and all countries foreign to the U.S., and to invoke and claim for any application for patent or other form of protection for said inventions, without further authorization from ASSIGNOR, any and all benefits,

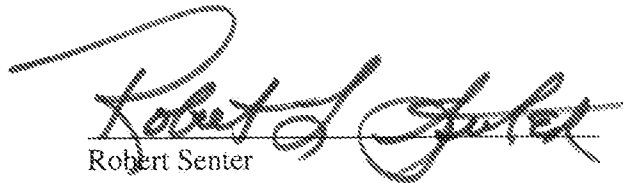
including the right of priority provided by any and all treaties, conventions, or agreements.

ASSIGNOR hereby consents that a copy of this assignment shall be deemed a full legal and formal equivalent of any document which may be required in any country in proof of the right of ASSIGNEE to apply for patent or other form of protection for said Inventions, said utility application, or said provisional application (where applicable) and to claim the aforesaid benefit of the right of priority.

ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the identified patent applications (and derivatives) for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the identified patent applications (and derivatives).

ASSIGNOR requests that any and all patents for said inventions be issued to ASSIGNEE in the U.S. and to ASSIGNEE in all countries foreign to the U.S., or to such nominee as ASSIGNEE may designate.

ASSIGNOR authorizes ASSIGNEE or its agents to insert, on ASSIGNOR'S behalf, the filing date and/or serial number above pertaining to the utility application and/or the provisional application (where applicable), if not known as of the date of execution of this document.

  
Robert Senter

Date: 1/20/2015