

## 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 MICHAEL SCHNEIDER	01/05/2017
DINO GRAJIOLA	01/05/2017
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	PHENIX LURE AND BAIT COMPANY LLC
<b>Street Address:</b>	43162 BLACK DEER LOOP
<b>Internal Address:</b>	UNIT B
<b>City:</b>	TEMECULA
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92590
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29590525
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<b>ATTORNEY DOCKET NUMBER:</b>	519541549-D
<b>NAME OF SUBMITTER:</b>	CAILEY AFUALO
<b>SIGNATURE:</b>	/Cailey Afualo/
<b>DATE SIGNED:</b>	01/11/2017
<b>Total Attachments: 2</b>	
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United States Patent Application  
Attorney Docket No.: 519541549-D  
First Named Inventor: Robert Michael Schneider

### ASSIGNMENT

This Agreement is by and between Robert Michael Schneider, Dino Grajiola ("Assignors") and Phenix Lure and Bait Company LLC ("Assignee").

WHEREAS, Assignors, have invented a certain new and useful inventive ornamental design of a functional item (the "Design") entitled JIG CONNECTOR, filed 1/11/2017, as application serial number 29/590,525, and identified by attorney docket number 519541549-D; and

WHEREAS, Assignee, wishes to acquire the entire rights, title, and interest in the Design and the Patent;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNORS do hereby sell, assign and transfer unto ASSIGNEE, its successors, assigns, and legal representatives, the entire right, title and interest in and to the aforesaid application, to the design as described in the aforesaid application, and to any formal application which may be filed based in whole or in part on the aforesaid application, in the United States and all foreign countries, together with the right of priority under any international conventions, treaties and/or agreements to which the United States currently adheres and adheres to in the future, and hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE, for the sole use and benefit of ASSIGNEE, its successors, assigns, and legal representatives;

**AND ASSIGNORS** authorize ASSIGNEE, its successors, assigns, and legal representatives, or anyone it may properly designate, to apply for Letters Patent, in their own name if desired, in any and all foreign countries, and additionally to claim the filing date of aforesaid application and/or otherwise take advantage of the provisions of any international convention, treaty and/or agreement;

**AND ASSIGNORS FURTHERMORE** authorize ASSIGNEE, its successors, assigns, and legal representatives, or anyone it may properly designate, to insert in this instrument the filing date and/or serial number of said application when ascertained;

**AND ASSIGNORS AGREEING, FURTHERMORE**, upon request of ASSIGNEE, and without further remuneration, but at no expense to ASSIGNORS, that ASSIGNORS or ASSIGNORS' executors or administrators will provide all reasonable assistance to obtain, maintain, and assert the fullest measure of legal protection that ASSIGNEE desires to obtain or assert for the design, any related designs, any formal application based thereon, and any resulting

patents, including executing any and all papers desired by ASSIGNEE for the filing and granting of formal applications, the perfecting of title in ASSIGNEE, and in enforcing any rights in the design, any related designs, and any formal application or patent based thereon.

If any provision of this assignment is held by any court to be unenforceable, such provision shall be interpreted to accomplish the objectives of the original provision to the fullest extent allowed by law and the remainder of this assignment shall remain in full force and effect.

**EXECUTED** as of the date(s) written below by ASSIGNORS:

Robert Michael Schneider

Robert Michael Schneider

Date: 1-5-16

D. M. Grajiola

Dino Grajiola

Date: 05 JAN 17