

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4372667

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	PATRIK SVENSSON	04/13/2017
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	PURE FISHING, INC.	
<b>Street Address:</b>	1900 18TH STREET	
<b>City:</b>	SPIRIT LAKE	
<b>State/Country:</b>	IOWA	
<b>Postal Code:</b>	51360	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	15490164
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(314)480-1505	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
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<b>ATTORNEY DOCKET NUMBER:</b>	518706.353	
<b>NAME OF SUBMITTER:</b>	DAN COHN	
<b>SIGNATURE:</b>	/Dan Cohn/	
<b>DATE SIGNED:</b>	04/18/2017	
<b>Total Attachments: 2</b>		
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## ASSIGNMENT

WHEREAS, Patrik Svensson, a resident of Asarum, Sweden (hereinafter referred to as "Assignors"), is the inventor of a certain new and useful invention relating to a DRAG ADJUSTMENT ASSEMBLY FOR A STAR DRAG REEL for which Assignor is about to make application for Letters Patent in the United States; and

WHEREAS, Assignor is the owner and in full possession of the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor anywhere in the world; and

WHEREAS, Pure Fishing, Inc., a corporation duly organized under the laws of the State of Iowa, (hereinafter referred to as "Assignee"), having its principal office and place of business at 1900 18th Street, Spirit Lake, Iowa 51360, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor; and

NOW, THEREFORE, for and in consideration of the sum of One Dollar (U.S. \$1.00) and other valuable considerations to Assignors paid by said Assignee, receipt and sufficiency of which is hereby acknowledged, Assignors do hereby sell, assign and transfer unto said Assignee, the entire right, title and interest in and to said invention and improvements thereto, and in and to any and all patent applications, including provisional and non-provisional patent applications, Letters Patent, both United States and foreign, that may be granted therefor, together with any and all continuations, divisions, or reissues, and Assignors do hereby authorize and request the United States Commissioner of Patents and Trademarks to issue in accordance with this Assignment any and all Letters Patent that may be granted, either on said application or

otherwise for said invention to Pure Fishing, Inc. as the Assignee of the entire right, title and interest in and to the same, for the sole use and benefit of Pure Fishing, Inc., its successors or assigns.

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated: 17-04-13

  
Patrik Svensson

STATE OF                    )  
                                  ) ss.  
COUNTY OF                )

On this \_\_\_\_ day of \_\_\_\_\_, 2017, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared Patrik Svensson to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.

\_\_\_\_\_  
Notary Public

My Commission Expires: