

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4436669

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	VERTICAL LURES, LLC	05/08/2017
RECEIVING PARTY DATA		
Name:	BEAR CREEK LURES, LLC	
Street Address:	9051 HIWASSEE ST. NW	
City:	CHARLESTON	
State/Country:	TENNESSEE	
Postal Code:	37310	
PROPERTY NUMBERS Total: 2		
	Property Type	Number
	Patent Number:	D587781
	Patent Number:	D537144
CORRESPONDENCE DATA		
Fax Number:	(731)426-8111	
<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>		
Phone:	7314232414	
Email:	acrider@raineykizer.com	
Correspondent Name:	ADAM C. CRIDER	
Address Line 1:	105 S. HIGHLAND AVE.	
Address Line 4:	JACKSON, TENNESSEE 38301	
NAME OF SUBMITTER:	ADAM C. CRIDER	
SIGNATURE:	/Adam C. Crider/	
DATE SIGNED:	05/31/2017	
	This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 5		
source=Cover Sheet & Patent Assignment Agreement#page1.tif		
source=Cover Sheet & Patent Assignment Agreement#page2.tif		
source=Cover Sheet & Patent Assignment Agreement#page3.tif		
source=Cover Sheet & Patent Assignment Agreement#page4.tif		
source=Cover Sheet & Patent Assignment Agreement#page5.tif		

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

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

1. Name of conveying party(ies)

Vertical Lures, LLC

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

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

Execution Date(s) May 8, 2017

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

2. Name and address of receiving party(ies)

Name: Bear Creek Lures, LLC

Internal Address: _____

Street Address: 9051 Hiwassee St NW

City: Charleston

State: Tennessee

Country: U.S.A. Zip: 37310

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)

B. Patent No.(s)

US D587,781 S; US D537,144 S

Additional numbers attached? ☐ Yes ☒ No

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

Name: Adam C. Crider

Internal Address: _____

Street Address: 105 S. Highland Avenue

City: Jackson

State: Tennessee Zip: 38301

Phone Number: 731-423-2414

Docket Number: _____

Email Address: acrider@raineykizer.com

6. Total number of applications and patents involved: 2

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 80.00

- ☐ 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:

Adam C. Crider
Signature

5/31/17

Date

Adam C. Crider

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: **5**

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

PATENT ASSIGNMENT AGREEMENT

WHEREAS VERTICAL LUPES, LLC ("Assignor"), with an address of 412 E Unaka Avenue, Johnson City, TN 37601, is the owner of all rights, title, and interests in and to the U.S. Patents (identified on the attached Schedule A (the "Patents"); and

WHEREAS BEAR CREEK LUPES, LLC ("Assignee"), with an address of 9051 Hiwassee St. NW, Charleston, TN 37310, desires to acquire the entire right, title, and interest in and to the Patents and all the inventions and discoveries disclosed in the Patents (the "Inventions");

NOW THEREFORE, effective as of May 2, 2017, for good and valuable consideration, as fully described in the Asset Purchase Agreement entered into by these parties on May 9, 2017 (the "APA"), the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over unto Assignee (1) the entire right, title, and interest in all countries throughout the world in and to said Patents and Inventions, including any renewals, revivals, reissues, reexaminations, extensions, continuations, continuations-in-part, and divisions of said Patents and any substitute applications therefor; (2) the entire right to file patent applications ("APA Applications") in the name of Assignee or its designee on the aforesaid Inventions in all countries of the world; (3) the entire right, title, and interest in and to any patent which issued and may issue on the Inventions in any country, and any renewals, revivals, reissues, reexaminations, and extensions thereof, and any patents of confirmation, registration, and importation of the same; (4) the right to sue and recover for, and the right to profits or damages due or accrued in connection with, any and all past, present, or future infringements of the Patents and Inventions; and (5) the entire right, title, and interest in all convention and treaty rights of all kinds, including without limitation all rights of priority in any country of the world, in and to the above Patents and Inventions, all in accordance with and subject to the APA.

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, all in accordance with and subject to the APA.

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, and Assignor hereby authorizes and requests the competent authorities to grant and to issue any and all patents on the Inventions throughout the world to Assignee, its successors, or assigns, whose rights, title, and interests in such patents are the same as would have been held and enjoyed by Assignor had this assignment, sale, and transfer not been made, all in accordance with and subject to the APA.

This Assignment of Patent Registrations may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the Assignor has caused this Patent Assignment to be duly executed by its officer thereunto duly authorized as of the 8 day of July, 2017.

ASSIGNEE:

BEAR CREEK LURES, LLC

By: _____

Title: _____

ASSIGNOR:

VERTICAL LURES, LLC

By: [Signature]

Title: Managing Director

This Assignment of Patent Registrations may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the Assignor has caused this Patent Assignment to be duly executed by its officer thereunto duly authorized as of the _____ day of _____, 2017.

ASSIGNEE:

BEAR CREEK LURES, LLC

By:  _____

Title:  _____

ASSIGNOR:

VERTICAL LURES, LLC

By: _____

Title: _____

SCHEDULE A

<u>U.S. Patent No.</u>	<u>For</u>	<u>Date of Patent</u>	<u>Date of Filing</u>
US D537, 144 S	JIG FISH LURE	Feb. 20, 2007	Feb. 9, 2006
US D587, 781 S	FISHING LURE	Mar. 3, 2009	Jan. 9, 2008