

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT6735312

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
CHAD GIERLICH	08/09/2018
RECEIVING PARTY DATA	
Name:	HOOKUP BAITS, INC.
Street Address:	7527 METROPOLITAN DRIVE
Internal Address:	STE. 305
City:	SAN DIEGO
State/Country:	CALIFORNIA
Postal Code:	92108
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16287780
CORRESPONDENCE DATA	
Fax Number:	(949)760-9502
<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:	9497600404
Email:	Efiling@knobbe.com
Correspondent Name:	KNOBBE MARTENS OLSON AND BEAR LLP
Address Line 1:	2040 MAIN STREET
Address Line 2:	14TH FLOOR
Address Line 4:	IRVINE, CALIFORNIA 92614
ATTORNEY DOCKET NUMBER:	CHADG.001C1
NAME OF SUBMITTER:	MITCHELL HADLEY
SIGNATURE:	/Mitchell Hadley/
DATE SIGNED:	05/28/2021
Total Attachments: 2	
source=CHADG.001C1 - Assignment#page1.tif	
source=CHADG.001C1 - Assignment#page2.tif	

ASSIGNMENT

WHEREAS, Chad Gierlich, residing in San Diego, CA (individual hereinafter "ASSIGNOR"), invented certain new and useful improvements, technology, inventions, developments, ideas, ornamental design or discoveries related to a FISHING JIG (collectively hereinafter referred to as the "Work") for which applications for Letters Patents in the United States have been prepared for filing (identified below) with the United States Patent and Trademark Office (hereinafter the "Applications");

Application No.	Filing Date	Patent No.	Issue Date	Title
15/058051	March 1, 2016			FISHING JIG
29/615833	August 31, 2017	D822147	July 3, 2018	FISHING JIG
29/655275	July 2, 2018			FISHING JIG

AND WHEREAS, Hookup Baits, Inc., a Corporation, having an address at 7525 Metropolitan Drive Ste. 305, San Diego, CA 92108 (hereinafter the "ASSIGNEE"), desires to acquire the entire right, title, and interest in and to the Application and the Work:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby acknowledges that ASSIGNOR has sold, assigned, transferred and set over, and by these presents does hereby sell, assign, transfer and set over, unto said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in the Applications and the Work, including all provisional applications relating thereto, and all nonprovisional applications claiming priority thereto, including, all divisions, continuations, continuations-in-part, reissues, and reexaminations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and any related Letters Patent which may hereafter be granted or filed in any country or countries foreign to the United States, all extensions, renewals and reissues thereof; and ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all related Letters Patent to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND ASSIGNOR DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said Letters Patent before or after issuance.

AND ASSIGNOR DOES HEREBY covenant and agree that ASSIGNOR will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Work, and testify in any legal proceeding, assist in the preparation of any other provisional or non-provisional applications relating to the Application and the Work or any improvements made thereto, sign all lawful papers, authorize the filing of and execute and make all rightful oaths and/or declarations in connection with the Application and the Work including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the

PATENT

REEL: 056382 FRAME: 0560

ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Work in all countries.

Legal Name of inventor: Chad Gierlich

Signature:

Chad Gierlich Date: 8-9-18

Signature before a Notary is desirable but not required.

A NOTARY PUBLIC OR OTHER OFFICER COMPLETING THIS CERTIFICATE VERIFIES ONLY THE IDENTITY OF THE INDIVIDUAL WHO SIGNED THE DOCUMENT TO WHICH THIS CERTIFICATE IS ATTACHED, AND NOT THE TRUTHFULNESS, ACCURACY, OR VALIDITY OF THAT DOCUMENT.

STATE OF CALIFORNIA }
COUNTY OF San Diego } ss.

On 8/9/18, before me, Omar R. Kanan, notary public, personally appeared Chad Gierlich who proved to me on the basis of satisfactory evidence to be the person(~~s~~) whose name(~~s~~) is/~~are~~ subscribed to the within instrument, and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(~~ies~~), and that by his/~~her/their~~ signature(~~s~~) on the instrument the person(~~s~~), or the entity upon behalf of which the person(~~s~~) acted, executed the instrument.

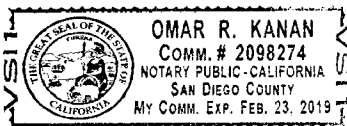
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[Signature]

Notary Signature

[SEAL]



28791925