

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT7429708

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
GSM HOLDINGS, INC.	07/12/2022
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	GOOD SPORTSMAN MARKETING, LLC
<b>Street Address:</b>	5250 FRYE ROAD
<b>City:</b>	IRVING
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	75061
<b>PROPERTY NUMBERS Total: 3</b>	
<b>Property Type</b>	<b>Number</b>
<b>Patent Number:</b>	D579076
<b>Patent Number:</b>	D579074
<b>Patent Number:</b>	D685053
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>	
<b>Phone:</b>	18328866845
<b>Email:</b>	info@dmiplaw.com
<b>Correspondent Name:</b>	D'AMBROSIO & MENON, PLLC
<b>Address Line 1:</b>	3 SUGAR CREEK CENTER BLVD.
<b>Address Line 2:</b>	SUITE 100
<b>Address Line 4:</b>	SUGAR LAND, TEXAS 77478
<b>ATTORNEY DOCKET NUMBER:</b>	GSM001/ASSIGNMENTS
<b>NAME OF SUBMITTER:</b>	JUSTIN TAYLOR
<b>SIGNATURE:</b>	/Justin Taylor/
<b>DATE SIGNED:</b>	07/13/2022
<b>Total Attachments: 4</b>	
source=Patent Assignment for Execution_ GSM Hldg Inc. to GSM LLC - signed#page1.tif	
source=Patent Assignment for Execution_ GSM Hldg Inc. to GSM LLC - signed#page2.tif	
source=Patent Assignment for Execution_ GSM Hldg Inc. to GSM LLC - signed#page3.tif	



## **ASSIGNMENT**

FOR the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged,

ASSIGNOR: **GSM Holdings, Inc.**

does hereby SELL, ASSIGN AND TRANSFER to

ASSIGNEE: **Good Sportsman Marketing, LLC**  
**5250 Frye Road**  
**Irving, TX 75061**

and the successors and legal representatives of the ASSIGNEE, an undivided One Hundred per cent (100%) right, title and interest for the United States, its territorial possessions and for any and all foreign countries, including all rights to claim priority and to any and all improvements which are disclosed in the invention and issued U.S. utility patent, which is executed by the ASSIGNOR herewith and is disclosed in **Exhibit A** and any and all other patent applications and patents for the invention which may be applied for or granted therefrom in the United States and in all foreign countries and jurisdictions, including all divisions, continuations, continuations in part, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents for the full term(s) for which the same may be granted;

AUTHORIZE AND REQUEST the Patent and Trademark Office to issue any and all such patents granted on such improvements to the ASSIGNEE;

WARRANT AND COVENANT that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been or will be made to others by the ASSIGNOR, and that the full right to convey the same as herein expressed is possessed by the ASSIGNOR;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or his legal representative any and all papers, documents instruments or affidavits required to apply for, obtain, maintain, issue and enforce said invention and said Letters Patent, and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

ASSIGNOR further covenants that, when requested and at the expense of the ASSIGNEE, to carry out in good faith the intent and purpose of this assignment, the ASSIGNOR will execute and deliver to the ASSIGNEE all divisional,

continuing, substitute, renewal, reissue, and all other patent applications on any and all such improvements, execute and deliver to the ASSIGNEE all rightful oaths, declarations, assignments, powers of attorney and other papers, communicate to the ASSIGNEE all facts known to the ASSIGNOR relating to such improvements and the history thereof, and generally do everything possible which the ASSIGNEE shall consider desirable for vesting title to such improvements in the ASSIGNEE, and for securing, maintaining and enforcing proper patent protection for such improvements;


SAID ASSIGNMENT TO BE BINDING on the heirs, assigns, representatives and successors of the ASSIGNOR and extend to the successors, assigns and nominees of the ASSIGNEE.

[ASSIGNOR SIGNATURE PAGES FOLLOW]

**Executed on Behalf of GSM Holdings, Inc.**

Print Name: Doug Mann

Title: Vice President

Signature:   
Doug Mann (Jul 12, 2022 17:40 PDT)

Date: Jul 12, 2022

EXHIBIT A

Title	Issue Date	Patent Number
Fishing Lure	10/21/2008	D579,076
Fishing Lure	10/21/2008	D579,074
Fishing Lure	06/25/2013	D685,053