

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT8070395

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
GSM HOLDINGS, INC.	07/19/2023
RECEIVING PARTY DATA	
Name:	GOOD SPORTSMAN MARKETING, L.L.C.
Street Address:	5250 FRYE ROAD
City:	IRVING
State/Country:	TEXAS
Postal Code:	75061
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	D615147
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<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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ATTORNEY DOCKET NUMBER:	GSM001/PATENT
NAME OF SUBMITTER:	JUSTIN TAYLOR
SIGNATURE:	/Justin Taylor/
DATE SIGNED:	07/21/2023
Total Attachments: 4	
source=GSM Holdings Inc to GSM, LLC - Patent Assignment; Our ref._ GSM001 - signed#page1.tif	
source=GSM Holdings Inc to GSM, LLC - Patent Assignment; Our ref._ GSM001 - signed#page2.tif	
source=GSM Holdings Inc to GSM, LLC - Patent Assignment; Our ref._ GSM001 - signed#page3.tif	
source=GSM Holdings Inc to GSM, LLC - Patent Assignment; Our ref._ GSM001 - signed#page4.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.**
 5250 Frye Road
 Irving, TX 75061

does hereby SELL, ASSIGN AND TRANSFER to

ASSIGNEE: **Good Sportsman Marketing, L.L.C.**
 5250 Frye Road
 Irving, Texas 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: VP Brands

Signature: 
Doug Mann (Jul 19, 2023 16:01 PDF)

Date: Jul 19, 2023

EXHIBIT A

Title	Country	Application Number	Date Granted	Patent Number
Fishing Lure	United States	29/342,958	May 04, 2010	D615147