

IN THE UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF ALABAMA
SOUTHERN DIVISION

CABLZ, INC.,

Plaintiff,

v.

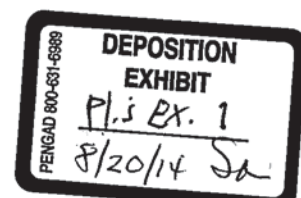
CHUMS, INC.,

Defendant.

Case No. 2:14-CV-00091

EXPERT REPORT OF MARK J. SOSIN

July 25, 2014



INTRODUCTION

1. My name is Mark J. Sosin, President of Mark Sosin Communications, Inc.
2. I have been retained as an expert witness by Stoel Rives LLP, attorneys for the Defendant Chums, Inc., (hereinafter "Chums") in this case to evaluate and provide opinions relating to the use of eyewear retainers in the fishing and outdoor industries over the past 50+ years, including providing responses to certain comments expressed in the Reports of Beirne Chisolm ("Chisolm") and Joe Jernigan ("Jernigan"), both of whom I understand to be expert witnesses for Cablz, Inc. ("Cablz") in this case. I reviewed the Reports of Chisolm and Jernigan, as well as the materials attached to those Reports.
3. I have not testified as an expert by trial or by deposition in the previous 4 years. I am being compensated at a rate of \$300 per hour for time spent testifying during depositions and trial and \$250 per hour for other time spent on this matter, which is in no way dependent on the outcome of this case.
4. My opinions in this report are based on the information that I reviewed in preparing this report and my extensive history in the fishing and outdoor industries over the past 50+ years.

BACKGROUND, EDUCATION, AND QUALIFICATIONS

5. Exhibit A of this report contains my Curriculum Vitae ("CV"). As set forth in my CV, I received a Bachelor of Science in Economics from the University of Pennsylvania's Wharton School.
6. I am a writer, photographer, radio personality, television producer, President of Mark Sosin Communications, Inc., and a recognized expert and authority on fishing and other outdoor topics. I have been involved in the fishing and outdoor industry for more than 50 years in various capacities and have extensive personal experience in the use and

development of eyewear retainers in the fishing and outdoor industry, including a variety of handmade eyewear retainers used by fishermen and other outdoor professionals.

7. For more than 50 years, I have regularly written articles on fishing and other outdoor topics. Magazines, newspapers and other publications (such as Coastal Angler Magazine, Double Haul, Salt Water Sportsman, Sports Afield, Texas Outdoors Journal and the International Game Fish Association (IGFA)) have published more than 3,000 of these articles. I am also the past President of the Outdoor Writer's Association of America, and a recipient of its Excellence In Craft Award and Ham Brown Award. In addition, I am a member of, and received Lifetime Achievement Awards from, the Southeastern Outdoor Press Association and the Florida Outdoor Writers Association. Exhibit B includes a list of publications authored by me.

8. In 1967, I began covering outdoor topics for CBS Radio in New York and, between about 1983 and 2010, I was the Executive Producer and on-camera host of the television show "Mark Sosin's Saltwater Journal". Each show targeted a major fish species, provided fishing tips and other information, and emphasized conservation (each fish was released alive). For more than 27 years, I have also written and produced television commercials and instructional videos for private organizations, the State of Florida, and the U.S. Government.

9. I am also considered one of America's most knowledgeable fishing authorities. Over the past 50 years, I have spent countless hours fishing in all 50 states and at least 50 countries. In addition, for more than 50 years, I have taught outdoor techniques through a series of seminars, lectures, and clinics. I have also served as a consultant to national companies and the IGFA, and have been enshrined in the IGFA Fishing Hall of Fame, the

Freshwater Fishing Hall of Fame, the International Fishing Hall of Fame, and the Legends of the Outdoors Hall of Fame. In addition, I am the Director Emeritus of The Billfish Foundation and a former Trustee of the University of Florida's Whitney Laboratory.

10. I am uniquely qualified to testify as to the use of monofilament eyewear retainers in the fishing and outdoor industries over the past 50+ years. I have witnessed, developed and used various monofilament eyewear retainers since at least the 1960s and have personally taught others my methods (including describing my methods on my television show, Mark Sosin's Salt Water Journal, and my former website, marksosin.com).

11. In formulating my opinions in this report, I have considered and may rely on documents and information cited, referred to, and identified in this report and my own skill, experience and knowledge.

USE OF MONOFILAMENT EYEWEAR RETAINERS SINCE THE 1950s

12. The concept of using a monofilament eyewear retainer and using it to retain eyeglasses goes back at least 50 or 60 years in the fishing and outdoor industry. In South Florida during the 1950s, there were a number of leading shallow water fishermen, such as John Emery and Al Pflueger, who made and used monofilament eyewear retainers by attaching monofilament line to their polarized glasses.

13. Polarized glasses are essential to spotting fish in the clear water of the tropical shallow flats. Fishermen in these areas often left the dock in the dark of early morning or at first light when polarized glasses were not necessary. When it got brighter, however, these fisherman wanted polarized glasses handy so they used monofilament eyewear

retainers. To accomplish this they attached a monofilament line to the eyeglass temples so that they could hang the glasses around their neck in the dark or early morning and then easily locate and wear the glasses to shield their eyes when the sun got brighter.

14. Although the type of monofilament line used by fisherman over the years varied, the monofilament line used in these fishermen's eyewear retainers was generally long enough that, when the fisherman wore the glasses on their head, the monofilament line extended rearward behind and around their head. This facilitated easy removal and hanging of the glasses around their neck. For example, certain pages from my book, "The Complete Book of Light-Tackle Fishing" (published in 1979 and in 2000), attached as Exhibit C, show fisherman such as Bernard "Lefty" Kreh, David DeSilva and others using a monofilament eyewear retainer that extends rearward from their head when wearing their glasses, or using the monofilament eyewear retainer to hang their glasses around their neck.

15. Other fishermen, however, did not like the eyewear retainer sticking out behind their head and so they rolled the monofilament line around something round such as a pencil to produce a coil. They then attached the coiled monofilament to their glasses to create a tight fitting retainer that gripped the back of the head. The late Bing McClellan developed and commercially sold this type of a monofilament eyewear retainer during the 1990s.

16. I bought my first pair of polarized glasses from American Optical Company in the late 1950s. I attached a monofilament eyewear retainer to those sunglasses. Since the temple bars on those early glasses were relatively thick compared to temple bars today, I drilled a hole through each temple bar a half-inch or so from the end. I then used a file to

flatten the ends of the temple bars, drilled a second hole at right angles to the first hole, pushed the monofilament through the hole in the rear of the temple bar and out through the second hole, tied a knot in the end of the monofilament line, and then pulled it back until the knot jammed in the hole.

17. I understand that Jernigan claims he had never seen, and thereby implies that Cablz was the originator of, stay-off-the-neck eyewear retainers. Eyewear retainers that extend rearward from the head while staying off-the-neck have been in public use for 40 or more years, however, by fishermen and other outdoor enthusiasts.

18. Approximately 40 or more years ago, new styles of polarized glasses appeared. The frames and temple bars took on a more sophisticated look - the temple bars were narrower and thinner, making it difficult to use the original system described above for attaching the monofilament line to the temple bars. I, therefore, came up with a new system for making monofilament eyewear retainers and attaching the monofilament line to the temple bars of my glasses.

19. My ultimate goal in developing a new system for creating a monofilament eyewear retainer and attaching the monofilament line to the temple bars of my glasses centered on keeping the monofilament line off my neck because the tropical sun makes one sweat and a monofilament line rubbing on the neck irritates it and is bothersome. The process of developing a monofilament eyewear retainer that extended rearward behind my head and suspended above my shoulders/neck was simple and straightforward. I started by using a 100-pound test monofilament line and then 200-pound test. In each case, the monofilament line would not stand out straight behind my head and suspend above my shoulders/neck. When I tried 300-pound test monofilament, however, it solved

the problem. When I attached it to the temple bars, the eyewear retainer including the 300-pound test monofilament line extended straight behind my head and suspended above my shoulders and neck without contacting them.

20. In addition to being stiff enough to maintain an elevated arc above my shoulders and neck, my monofilament eyewear retainer had many other advantages, similar to those noted by Chisolm with regard to Cablz's eyewear retainer, including the fact that it did not absorb sweat, suntan lotion and other liquids to the same extent as neoprene and other eyewear retainers; it did not experience corrosion from salt and other types of chemicals; and it maintained its shape in all weather conditions that I encountered.

21. I understand that Cablz offers a stay-off-the-neck eyewear retainer product and that Jernigan claims that the stay-off-the-neck property of Cablz's products was unexpected. Despite Jernigan's claims to the contrary, the stay-off-the-neck property of certain monofilament eyewear retainers is not unexpected. Approximately 40 or more years ago, as discussed above, I intentionally set out to find a monofilament line that would stay off my neck when attached to my glasses and successfully did so in a matter of minutes simply using common knowledge that 200-pound monofilament is stiffer than 100-pound test monofilament, 300-pound monofilament is stiffer than 200-pound test monofilament etc. My determination that 300-pound test monofilament would stay off my neck was not unexpected and did not require undue experimentation. Other fishermen have done likewise over the years.

22. The temple retainers for my 300-pound test monofilament eyewear retainer included the flared ends of the monofilament and bait rigging floss. I attached the 300-pound test monofilament line to the outside of the temple bars. After measuring and

cutting the correct length of line (typically between 20 and 21 inches so that the combination glasses and monofilament eyewear retainer could easily be removed from my head when wearing a hat), I stuck each end of the monofilament line in the flame of a candle for a few seconds. This caused the end of the monofilament line to expand so that it would not pull out once it was attached to the temple bar. I then wrapped bait rigging floss around each end of the monofilament line and the temple bars. It is finished by wrapping over a loop of floss seven or eight times and pulling it under the other wraps.

23. I generally attached the 300-pound test monofilament line to the rear of the temples bars, but it was simple for me to move the 300-pound test monofilament line forward or backward on the temple bars to compensate for differences between eyewear styles and to achieve the most comfortable fit. I found my 300-pound test monofilament line eyewear retainer so useful and comfortable that I wore it anytime that I wore glasses, from morning to night, and not just when fishing.

24. Attached as Exhibit D are pictures of one of my eyewear retainers including a 300-pound test monofilament line that I attached to a pair of my glasses, illustrating the monofilament line extending rearward from the head and suspended off the head and neck.

25. I understand that Jernigan claims, in his opinion, that my bait rigging floss is not a temple retainer. Despite his opinion to the contrary, I have used bait rigging floss for decades to retain the monofilament line to my glasses (i.e., as a temple retainer). I also understand that Jernigan believes placement of the bait rigging floss directly above my ear or in other locations would be uncomfortable, either because the bait rigging floss would create a pressure point or because the monofilament would fall down and irritate

the ear. Again, notwithstanding Mr. Jernigan's opinion, it is my opinion, that the use of bait rigging floss as a temple retainer above my ear and in other locations was so comfortable that I would wear my monofilament eyewear retainers during normal, everyday activities, and the use of stiff 300-pound test monofilament line did not fall down and irritate my ear. Perhaps more importantly, if I ever found the location of the bait rigging floss uncomfortable (e.g., due to variations in different styles of glasses), it would be a simple task to move it forward or backward to a location that was comfortable.

26. The use of various monofilament eyewear retainers discussed above was widely known both inside and outside the fishing and outdoor industries. For example, Bill Monroe wrote an article for The Oregonian in 1991, entitled "Outdoor Folks Don't Use Trendy Glasses-Holders", which commented on the different types of monofilament eyewear retainers:

... Joe Reynolds, of Ocean Pines, Md., an editor at Field and Stream magazine, uses 12- to 14-pound test monofilament tied onto the frames of his glasses with a simple improved cinch fishing knot, tied just in front of the ear guards.

"I'm not making a fashion statement," Reynolds said recently during the annual conference of the Outdoor Writers Association of America held in Niagara Falls, N.Y. "I used to use fly line, but it was too visible. I like to keep it as inconspicuous as possible."

Line that is too light doesn't hold very well in the various conditions in which outdoor writers find themselves, Reynolds said.

Conversely, he added, line that is too thick "looks crazy; it sticks out."

...

Of all the writers at the conference who use some sort of commercial or fishing-line retainer for their eyewear, the most conspicuous -- and the one Reynolds immediately used to illustrate his point -- was Mark Sosin of Boca Raton, Fla., a book author, television personality, magazine writer and one of the premier stalkers of large gamefish.

Sosin heads for the opposite extreme.

He bends a length of 300-pound test monofilament so thick and stiff that the only knot it would take would be big enough to tie up a small ship.

"I don't like light line that falls on my neck in the heat," Sosin said. "It feels like a bug; it just bothers the heck out of me."

He cuts off a slice of the heavy line and ties it to the frame by wrapping dental floss around it and finishes off the knot as if he were tying a fly.

First, Sosin cautioned, the end of the monofilament should be heated. This expands it and will prevent the monofilament from slipping through the finish knot.

Sosin said his retainer never hangs up and never drapes around his neck. Indeed, it sticks straight out behind his head at all times the glasses are worn, and yet easily comes off to hang the glasses around his neck.

27. For at least 27 years (approximately 1983 - 2010), I could be seen wearing my glasses with the 300-pound test monofilament eyewear retainer on my television show entitled Mark Sosin's Saltwater Journal. Mark Sosin's Saltwater Journal aired nationally and internationally, and was the longest-running marine fishing show on TV. Mark Sosin's Salt Water Journal aired on ESPN for 12 years, TNN for 7 years, the Outdoor Channel for 4 years and Fox Sports for 4 years. The average number of households viewing my show on ESPN and TNN was approximately 1 million per week.

28. Starting in about 1999, I marketed and sold a series of how-to-videos, entitled "Pages from Mark's Journal", which was an assortment of highlights from Mark Sosin's Saltwater Journal episodes that aired in 1999 or earlier. See Exhibit E. These videos were sold through my website, www.marksosin.com, and potentially through other outlets. See Exhibit E. Also attached as Exhibit E are still images taken from the Pages from Mark's Journal videos that show me wearing my glasses with the attached 300-pound test monofilament line eyewear retainer.

29. Over the years, I received numerous inquiries from viewers of my television shows and others about how to make monofilament eyewear retainers. As a result, one episode of Mark Sosin's Salt Water Journal included a step-by-step illustration of how to attach 300-pound test monofilament to glasses. I provided this video to Costa Del Mar for promotional purposes in about 2006.

30. In addition, from about 2002-2012, I included the following instructions (reproduced below) in the FAQ section of my website, www.marksosin.com, to teach people how to make my monofilament eyewear retainer:

QUESTION:

Mark, how do you make your sunglasses strap using mono?

ANSWER:

The mono that holds my sunglasses is 300 pound test. I wanted something stiff enough so that it would stay clear of my neck. In the warm weather, anything that touches the neck can irritate it. Cut the mono to your preferred length. Use a candle or match to burn both ends slightly. This causes them to swell and they won't pull through the wraps. I use bait

rigging floss to wrap the mono against the temple bars of the glasses.

Fishing the wraps by using a separate loop of floss to pull the tag end under several wraps. You do this by laying the loop beyond the point to which you are wrapping. Make several wraps toward the end of the loop. Insert the tag end through the loop and pull the two tag ends of the loop. This will draw the floss under the last several wraps. Trim it and do the other temple bar the same way.

Mark Sosin

Attached as Exhibit F are copies of this portion of the FAQs that were publicly accessible and available on www.marksosin.com between 2002 and 2012.

31. I have attended the International Convention of Allied Sportsfishing Trades (ICAST) show, formerly the American Fishing Tackle Manufacturer's Association (AFTMA) show, for the last 53 years straight. ICAST is a sportfishing trade show attended by thousands of members of the recreational fishing and outdoor industries. In fact, I've been publicly recognized at ICAST by its leaders for my repeated attendance.

32. I have been asked by the American Sportfishing Association (ASA) to fill various speaking and other public roles at ICAST over the years, including spots in ICAST marketing and promotional materials, and public appearances with other "legends of sportfishing" including Kevin VanDam, Mike Iaconelli, Luke Clausen and Shaw Grigsby. At most, if not all, of these shows I wore my 300-pound test monofilament eyewear retainer.

33. At each ICAST show, I received both a press badge and an exhibitor badge, which allowed me to get into the show early to see all of the booths. I often spent days

walking each aisle looking at every booth and talking with vendors to see their products, and showing and discussing my 300-pound test monofilament eyewear retainer with those who took an interest.

34. I remember the first time that I saw Cablz's booth at ICAST promoting its stay-off-the-neck eyewear retainer product. I specifically recall this instance because I immediately thought that Cablz had copied the stay-off-the-neck eyewear retainer that I had publicly used for decades.

35. I understand that Jernigan and Chisolm claim that Cablz's receipt of the "Best of Show" award at ICAST in 2009 shows that experts from the fishing industry media and product companies viewed Cablz as highly innovative, novel and nonobvious. As a member of the fishing industry media and ICAST participant for more than 40 years, it is my opinion that Cablz's receipt of the "Best of Show" award (and other recognitions noted by Chisolm and Jernigan) was not in recognition of any innovative, new or nonobvious stay-off-the-neck feature of Cablz's eyewear retainers. As recognized by Bill Monroe's 1991 article, I and other members of the fishing industry media have been using stay-off-the-neck eyewear retainers for decades before Cablz began offering its stay-off-the-neck eyewear retainers. My opinion is supported by my experience that the voting is not limited to those press and others who are experts, or have any particular experience or qualifications, in the fishing and outdoor industries as it relates to the innovation, novelty or nonobviousness of specific products. In my opinion, many of the voters have no particular experience or qualifications to comment on what is innovative, new or nonobvious, and often vote for something that they think is new to the market (even if old in the industry) or because they like its appearance.

36. I also understand that Chisolm claims that Cablz's stay-off-the-neck feature is novel and nonobvious because persons of ordinary skill in the art, namely, businessmen at Chums, Croakies and other eyewear retainer companies did not offer a stay-off-the-neck eyewear retainer prior to Cablz. In my opinion, this was likely due to the fact that Chums, Croakies and other eyewear retainer companies are interested in selling eyewear retainers and, as acknowledged by Chisolm, there was no general consumer demand for this type of a product, which may be partly due to the fact that many of us in the fishing industry had simply and cheaply made our own stay-off-the-neck eyewear retainers for decades.

37. As a result of my extensive public use of a 300-pound test monofilament eyewear retainer over the past 40+ years through my television shows, appearances at ICAST and general public use of my monofilament eyewear retainer, people have come to associate this eyewear retainer with me. The picture that the IGFA used of me when I was inducted into the IGFA Fishing Hall of Fame shows me using my monofilament eyewear retainer to hang my glasses around my neck. See Exhibit G. There is also a painting in my office given to me by the late Frank Vestal 30 years ago that shows my glasses using a monofilament eyewear retainer to hang around my neck. See Exhibit H.

38. I also received a painting given to me in the early 2000s from the late David McHose, a famous painter of marine illustrations. This painting shows me wearing my glasses with a monofilament eyewear retainer that extends rearward from my head and suspended above my neck and shoulders. See Exhibit I.

39. I intend to testify about the above topics at trial. I may also provide additional overview and/or background testimony that may assist the trier of fact in understanding

my opinions. I reserve the right to supplement my report after further fact discovery or if I become aware of new information. I reserve the right to respond to the opinions offered by Cablz's expert and other witness(es) on these and related issues.



Mark J. Sosin

Exhibit A

**CURRICULUM VITAE
MARK SOSIN**

1963-Present OUTDOOR EDUCATOR AND JOURNALIST

Work included writing for newspapers, magazines, and books.

Five years of radio and 27 years of television programming plus producing videos for clients and commercials.

Founded a seminar series and led that operation for ten years.

Worked as a consultant on various projects.

Wrote several instruction booklets for Garcia tackle and Beretta shotguns.

1960-1963 REVLON

Being groomed for a top management position.

Worked on improving office systems and procedures.

Responsible for the manufacture of all powder products from raw materials to finished goods inventory.

In charge of promotional distribution with 300 employees under my leadership.

1958-1960 KURT SALMON ASSOCIATES

As a management consultant advised several clients on office systems and procedures.

1957-1958 TRIANGLE CONDUIT AND CABLE

Was hired as Assistant to the Treasurer and worked on a number of different financial matters.

**1955-1957 GUNNERY OFFICER ABOARD THE DESTROYER
U.S.S. STRIBLING (DD 867).**

Served in all of the positions in the Gunnery Department and finally as the head of that department.

Was a qualified officer of the deck underway and Special Sea Detail Officer of the Deck.

Was a qualified Command Duty officer responsible for taking the ship to sea and fighting in the absence of the Captain and Executive Officer.

**1955 GRADUATED FROM THE WHARTON SCHOOL, UNIVERSITY OF
PENNSYLVANIA WITH A BS DEGREE IN ECONOMICS.**

Exhibit B

Books

Mark Sosin - A Sportsman's Memoir by Mark Sosin, Mark Sosin Communications, Inc. (2009).

"Memories of the Florida Keys: Tarpon and Bonefish Like it Used to Be!" by Mark Sosin, Chapter 23 of *Biology and Management of the World Tarpon and Bonefish Fisheries*, by Jerald S. Ault, ed. (2008).

Field & Stream: The Complete Fisherman by Leonard M Wright Jr, Peter Owen, C. Boyd Pfeiffer, Mark Sosin, Bill Dance, and the Editors of Fish & Stream, Lyons Press (2004).

Articles

Fish & Fishing: Preparation, Presentation and Observation by Mark Sosin, Coastal Angler / The Angler Magazine (7/15/2014).

A Fishing Lesson by Mark Sosin, Texas Outdoors Journal (7/1/2014).

Fish & Fishing: Random Thoughts by Mark Sosin Coastal Angler Magazine (7/2014)

Finding Fish by Mark Sosin, Coastal Angler / The Angler Magazine (5/1/2014).

The Approach by Mark Sosin, Texas Outdoors Journal (5/2014)

A Better Way by Mark Sosin, Coastal Angler / The Angler Magazine (4/2/2014).

Fishing by the Clock by Mark Sosin, Texas Outdoors Journal (4/2014)

Changing Clothes by Mark Sosin, Coastal Angler / The Angler Magazine (3/1/2014).

Taking a Closer Look by Mark Sosin, Texas Outdoors Journal (3/2014)

The Fine Points of Drag by Mark Sosin, Texas Outdoors Journal (2/2014)

The Right Choice by Mark Sosin, Coastal Angler / The Angler Magazine (1/23/2014).

A Fish's Point of View by Mark Sosin, Texas Outdoors Journal (1/2014)

The Total Tackle System by Mark Sosin, Texas Outdoors Journal (1/2014)

Turn Out the Lights by Mark Sosin, Coastal Angler / The Angler Magazine (12/30/2013).

Preparing for the Unexpected by Mark Sosin, Coastal Angler / The Angler Magazine (12/1/2013).

A Lost Art by Mark Sosin, Coastal Angler / The Angler Magazine (11/1/2013).

In the Swim by Mark Sosin, Texas Outdoors Journal (10/2013)

Breaking With Tradition by Mark Sosin, Coastal Angler / The Angler Magazine (9/30/2013).

The Confidence Game by Mark Sosin, Coastal Angler / The Angler Magazine (9/1/2013).

Expand Your Horizons by Mark Sosin, Texas Outdoors Journal (9/2013)

Seeing is Believing by Mark Sosin, Coastal Angler / The Angler Magazine (8/1/2013).

Fish are Fish by Mark Sosin, Texas Outdoors Journal (8/2013)

Pick Up the Gauntlet by Mark Sosin, Coastal Angler / The Angler Magazine (7/1/2013).

Decisions, Decisions by Mark Sosin, Texas Outdoors Journal (7/2013)

The Lone Soldier by Mark Sosin, Coastal Angler / The Angler Magazine (6/3/2013).

Eternal Vigilance by Mark Sosin, Texas Outdoors Journal (6/2013)

The Evolution of Tackle by Mark Sosin, Coastal Angler / The Angler Magazine (5/1/2013).

Getting on the Same Page by Mark Sosin, Texas Outdoors Journal (5/2013)

Making Fish Eat by Mark Sosin, Coastal Angler / The Angler Magazine (4/30/2013).
Coastal Fishing on Foot by Mark Sosin, Texas Outdoors Journal (4/2013)
A Smart Choice by Mark Sosin, Coastal Angler / The Angler Magazine (3/25/2013).
That Lucky Old Sun by Mark Sosin, Coastal Angler / The Angler Magazine (3/1/2013).
Spinning Drag by Mark Sosin, Texas Outdoors Journal (3/2013)b
A Look at Light Tackle by Mark Sosin, Coastal Angler / The Angler Magazine (2/1/2013).
Making Noise by Mark Sosin, Coastal Angler / The Angler Magazine (1/7/2013).
Top 10 Fishing Tips by Mark Sosin, Coastal Angler / The Angler Magazine (12/4/2012).
Cast Your Bread Upon the Water by Mark Sosin, Coastal Angler / The Angler Magazine (10/17/2012).
Mark Sosin and Bill Dance Reflect on the Sport They've Helped Define by Guy Harvey Magazine Staff, Guy Harvey Magazine (10/24/2012).
It's in Your Hands by Mark Sosin, Coastal Angler / The Angler Magazine (9/27/2012).
Successful Fishing Strategy by Mark Sosin, Coastal Angler / The Angler Magazine (8/22/2012).
Terminal Tactics by Mark Sosin, Coastal Angler / The Angler Magazine (7/31/2012).
Sosin's Law by Mark Sosin, Coastal Angler / The Angler Magazine (5/1/2012).
A Look Back: The History of Tackle by Mark Sosin, Coastal Angler / The Angler Magazine (5/1/2012).
The Challenge of Light Tackle by Mark Sosin, Coastal Angler / The Angler Magazine (9/29/2011).
Making It Happen by Mark Sosin, Coastal Angler / The Angler Magazine (8/8/2011).
A Humble Beginning by Mark Sosin, Coastal Angler / The Angler Magazine (6/13/2011).
Taking on Tradition by Mark Sosin, Coastal Angler / The Angler Magazine (5/24/2011).
Praise Comes Hard by Mark Sosin, Salt Water Sportsman (6/2009).
The Twenty Greatest Fishing Spots on Earth by Mark Sosin et al, Salt Water Sportsman (12/2005).
War and Fishing by Mark Sosin, Salt Water Sportsman (1/ 2004).

Exhibit C



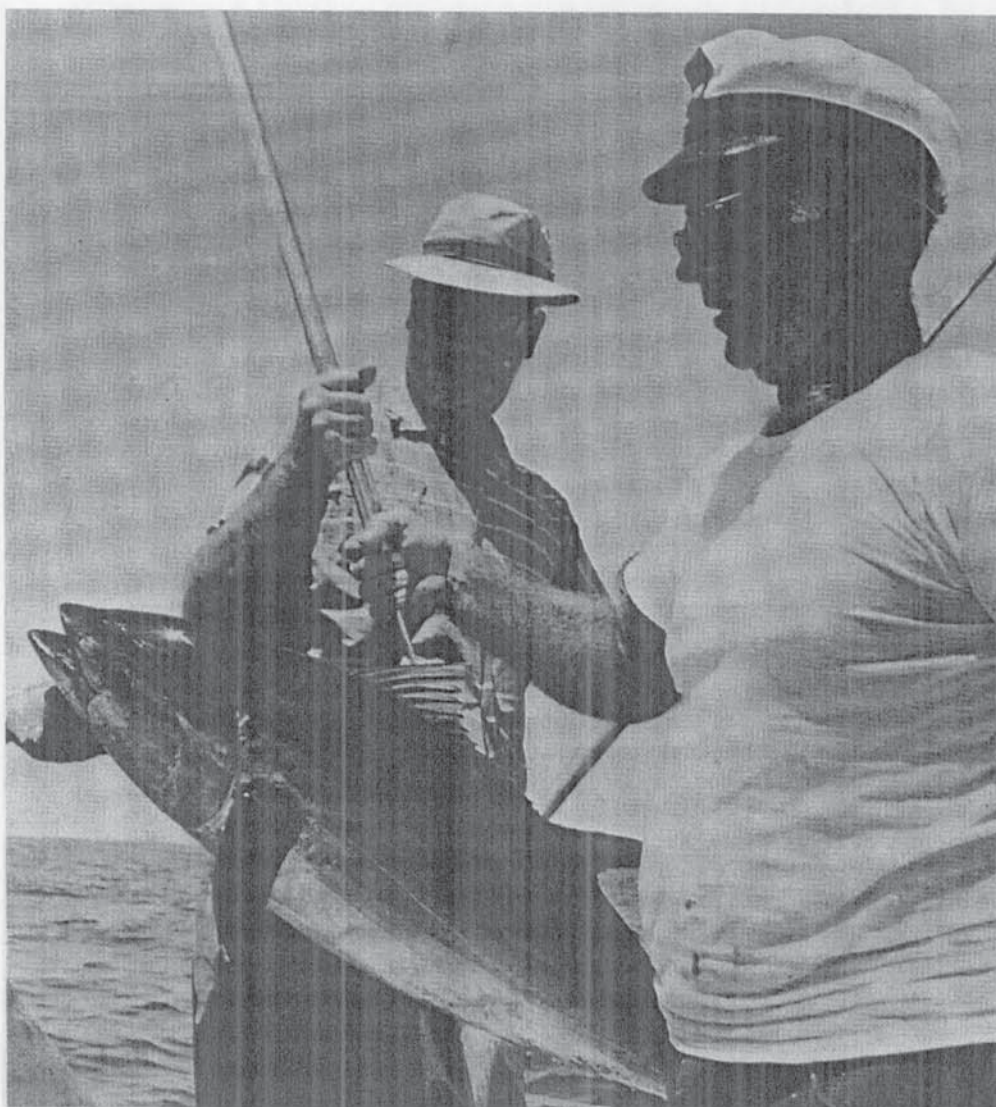




Exhibit D

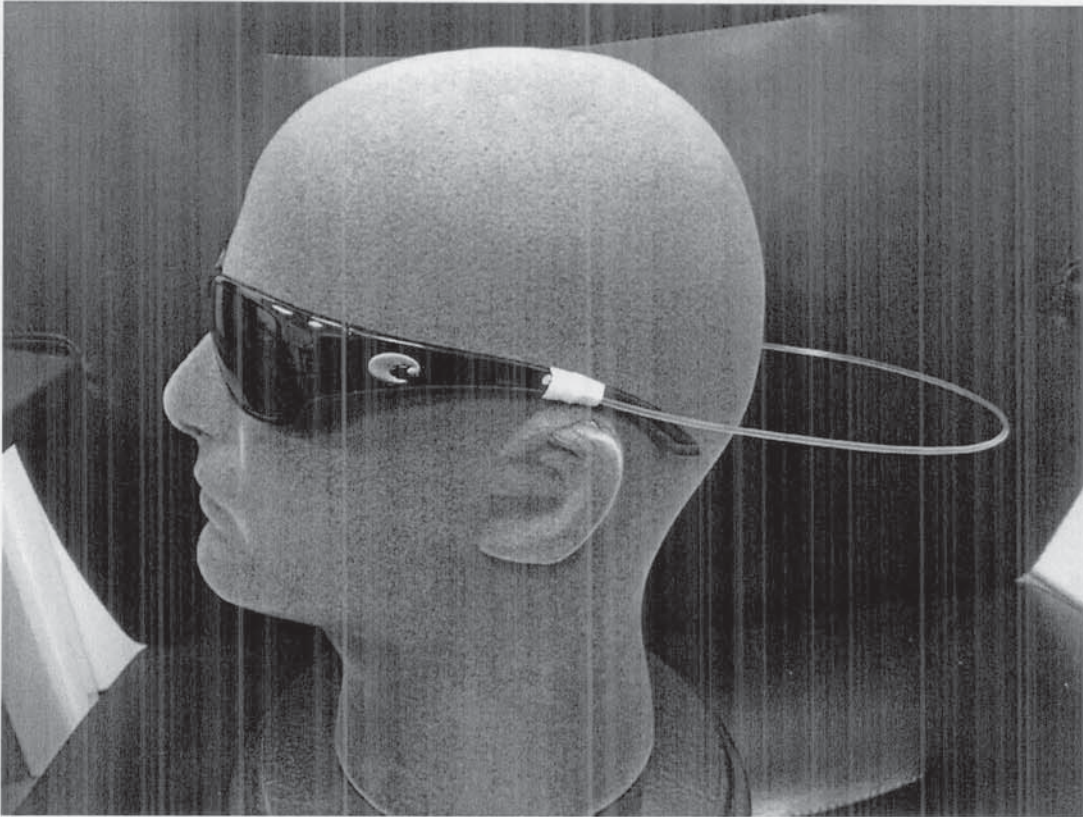
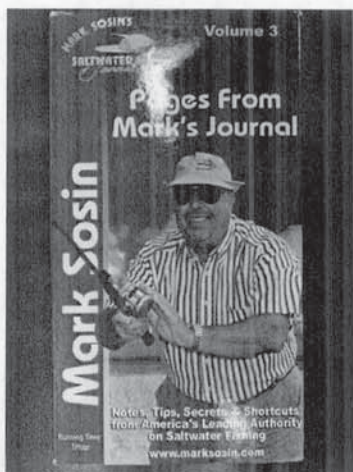
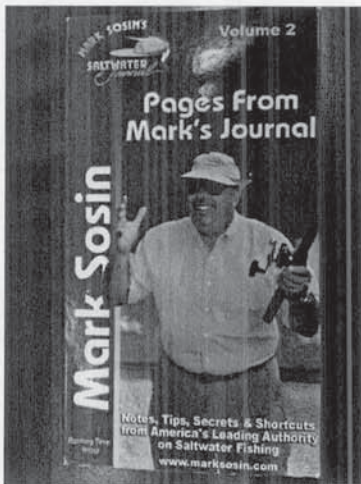


Exhibit E



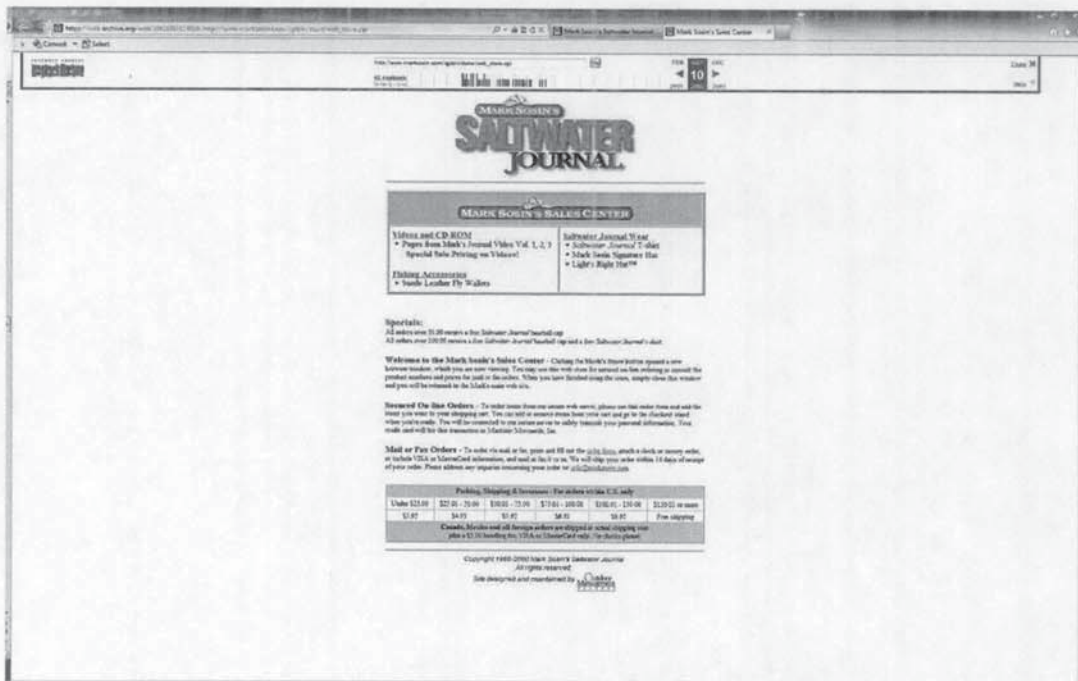


Exhibit F

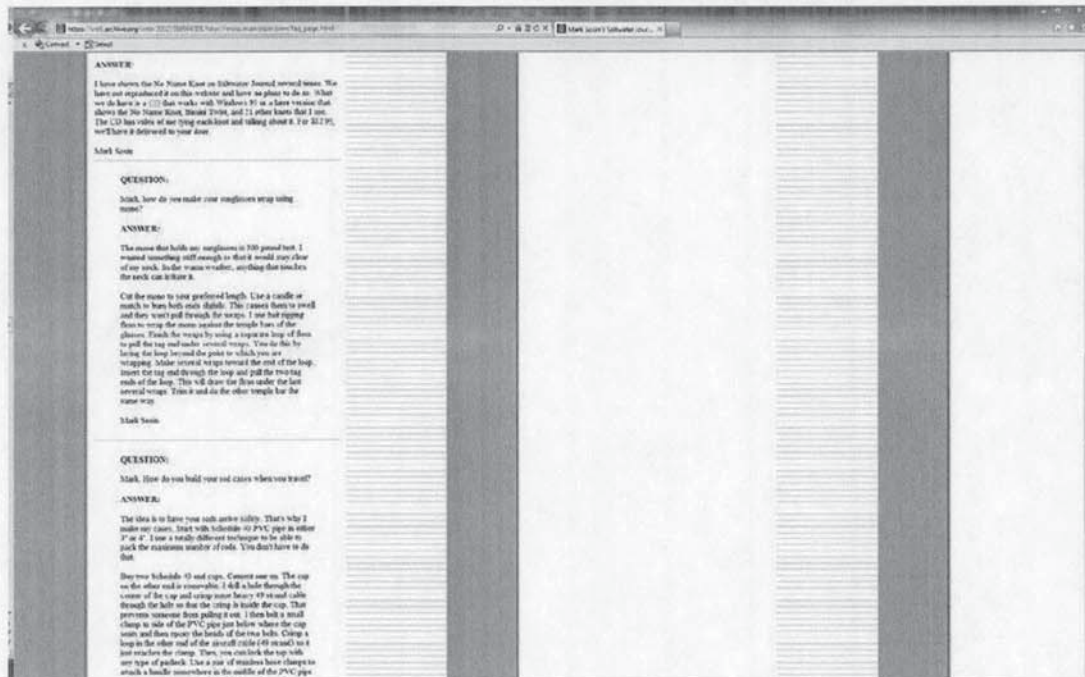
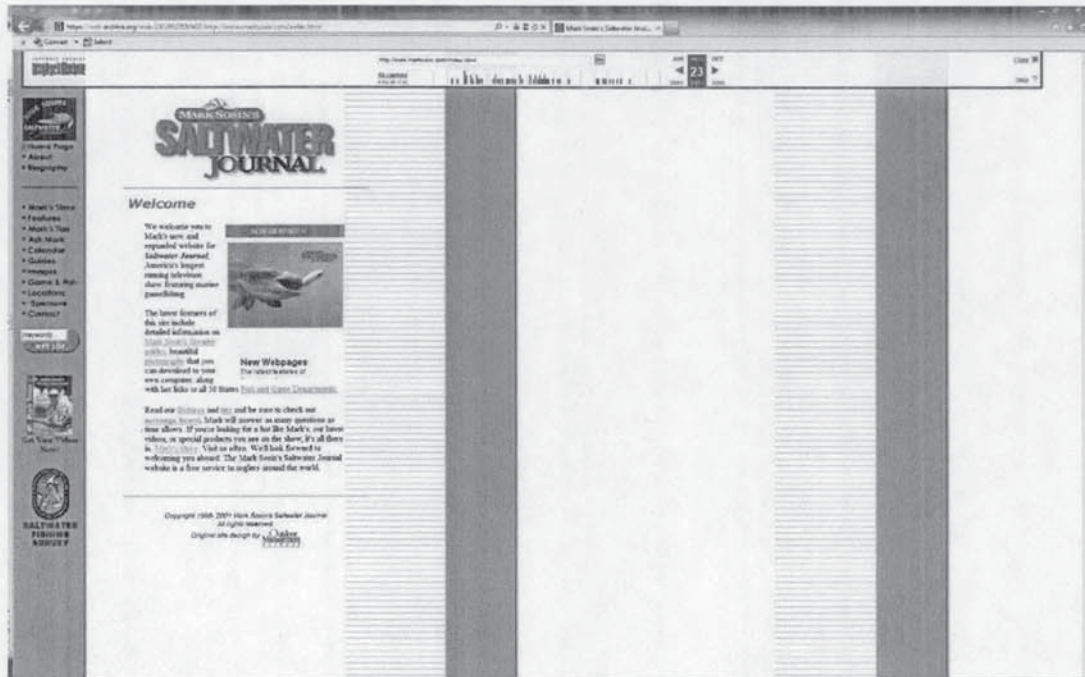


Exhibit G



Exhibit H

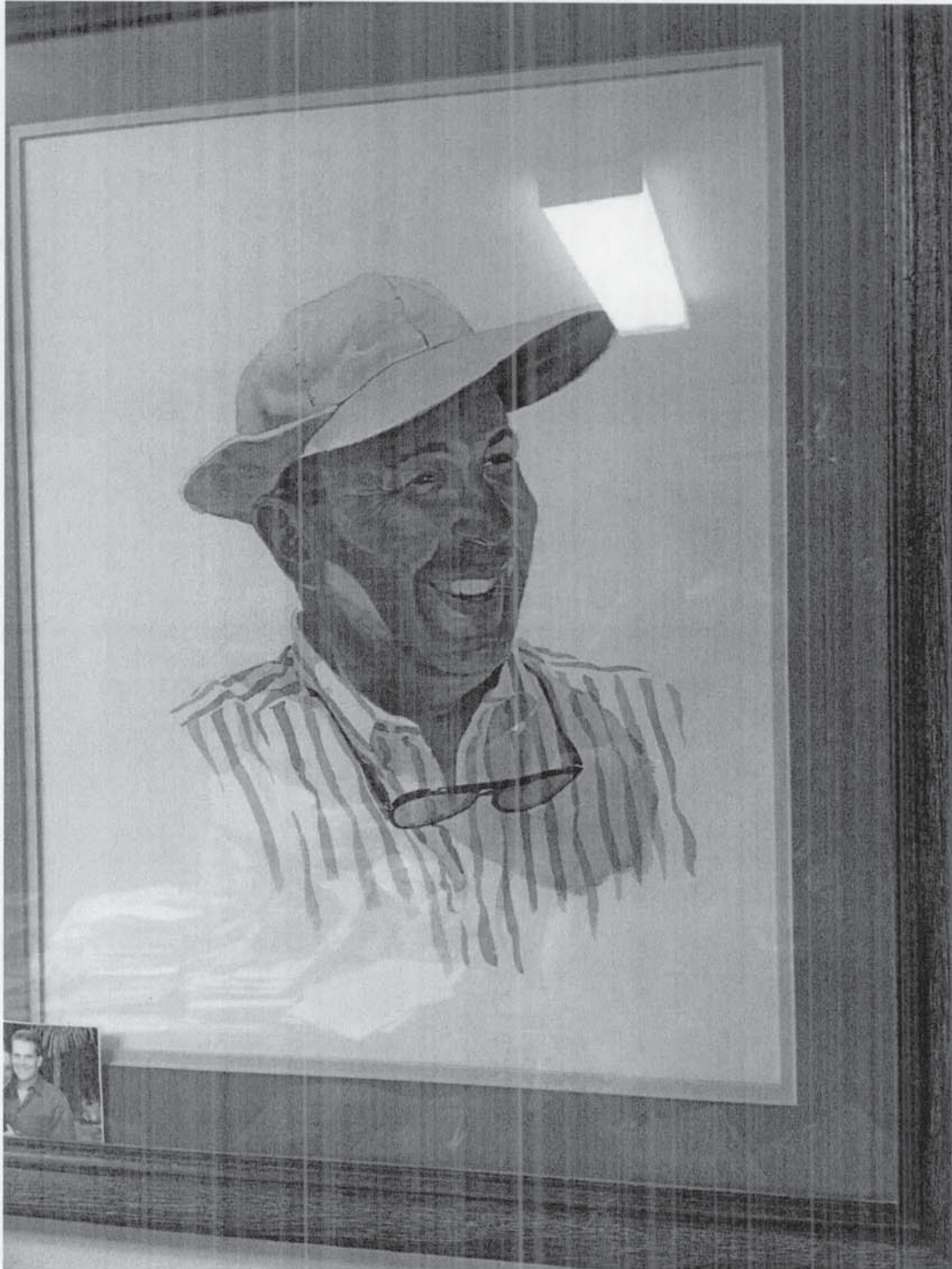


Exhibit I





