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(74) Agent: **RUSSELL, Davies**; Shelston IP, Level 21, 60 Margaret Street, Sydney NSW 2000 (AU).

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(71) Applicant (for all designated States except US): **ABACUS (C.I.) LIMITED** [GB/GB]; La Motte Chambers, St. Helier, Jersey JE1 1BJ (GB).

(72) Inventor; and

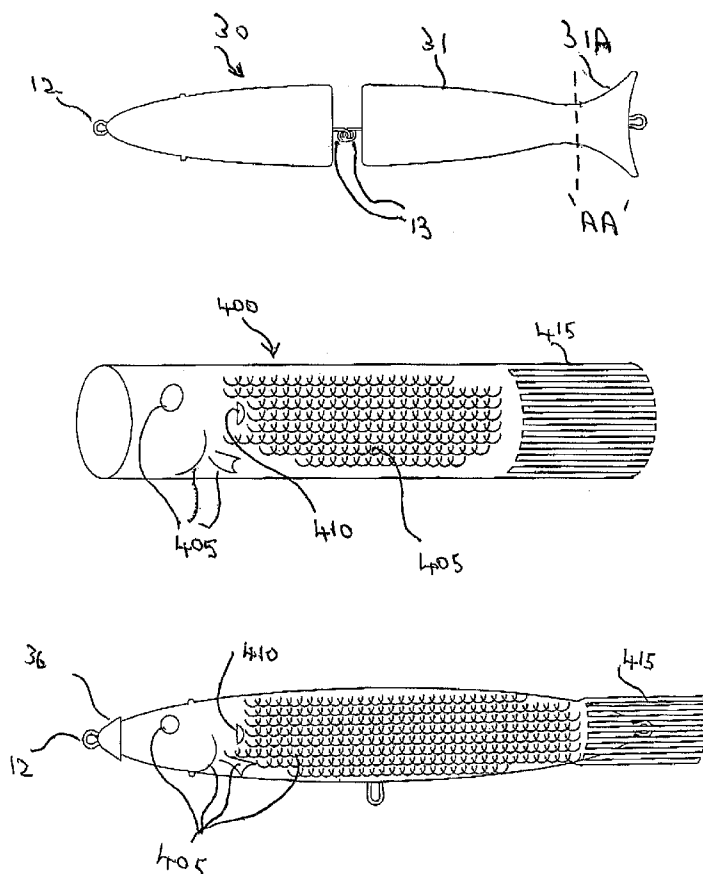
(75) Inventor/Applicant (for US only): **HIGGIN, Christopher, Lyndon** [AU/AU]; 21 Nollands Rd, Arcadia, NSW 2159 (AU).

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(54) Title: FISHING LURE



(57) Abstract: A fishing lure system consisting of lure bodies (30) of one or more parts and covered with at least one replaceable decorated plastic sleeve or cover (400) which is attached to the lure body (30) by adhesive means and/or shrunk by application of heat or other means to conform to the shape of the lure body (30).



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