

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sizmic Lure Company, Inc.		08/31/2005	CORPORATION: ALABAMA
RECEIVING PARTY DATA			
Name:	Uncle Josh Bait Company		
Street Address:	525 North Jefferson Street		
City:	Fort Atkinson		
State/Country:	WISCONSIN		
Postal Code:	53538		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2376179	SIZMIC	
CORRESPONDENCE DATA			
Fax Number:	(414)273-5198		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-273-3500		
Email:	bgilpin@gklaw.com		
Correspondent Name:	Brian G. Gilpin; Godfrey & Kahn, S.C.		
Address Line 1:	780 N. Water Street		
Address Line 4:	Milwaukee, WISCONSIN 53188		
NAME OF SUBMITTER:	Brian G. Gilpin		
Signature:	/bgg/		
Date:	09/28/2005		
Total Attachments: 1 source=joshtm#page1.tif			

CH \$40.00 2376179

TRADEMARK ASSIGNMENT

WHEREAS, Sizmic Lure Company, Inc. ("Assignor"), an Alabama corporation, entered into an Asset Purchase Agreement dated February 27, 2004, that included an assignment of all right, title, and interest in U.S. Trademark Registration No. 2,376,179 for the mark SIZMIC (the "Trademark Registration"), including all goodwill associated therewith and the right to sue and collect damages for all past, present, and future infringements thereof, to Uncle Josh Bait Company, a Wisconsin corporation having a principal place of business at 525 North Jefferson Street, Fort Atkinson, WI 53538 ("Assignee"); and

WHEREAS, the parties desire to confirm the assignment of the Trademark Registration from Assignor to Assignee effective on February 27, 2004, and to record confirmation of the assignment in the United States Patent and Trademark Office.

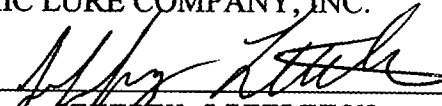
NOW, THEREFORE, for the consideration described in the Asset Purchase Agreement, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee and confirms its assignment to Assignee of all its right, title, and interest in and to the Trademark Registration, including all goodwill associated therewith and all rights of action, powers, and benefits relating thereto, including the right to sue for and collect damages and profits for past and future infringements thereof.

Dated as of 8-31-05

Dated as of 8/26/05

SIZMIC LURE COMPANY, INC.

UNCLE JOSH BAIT COMPANY

By: 
Name: JEFFREY LITTLETON
Title: PRESIDENT

By: 
Name: KURT KELLOGG
Title: PRESIDENT

MW994232_1.DOC