

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	09/27/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Reliance Electric Company		09/27/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Rockwell Automation, Inc.
Street Address:	1201 South Second Street
Internal Address:	Legal Department
City:	Milwaukee
State/Country:	WISCONSIN
Postal Code:	53204-2496
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	0966419	AUTOMATE
Registration Number:	1691252	AUTOMAX
Registration Number:	1077311	FLEXPAX
Registration Number:	1079308	IMPAK
Registration Number:	0976713	MAXPAX
Registration Number:	2509231	WEBPAK
Registration Number:	2509376	WEBPAKCS

**CORRESPONDENCE DATA**

Fax Number: (414)382-3900  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (414) 382-5885  
 Email: lkjansen@ra.rockwell.com

CH \$190.00 0966419

Correspondent Name: Alexander M. Gerasimow  
Address Line 1: 1201 South Second Street  
Address Line 2: Legal Department  
Address Line 4: Milwaukee, WISCONSIN 53204-2496

ATTORNEY DOCKET NUMBER:

7692

NAME OF SUBMITTER:

Alexander M. Gerasimow

Signature:

/Alexander M. Gerasimow/

Date:

09/29/2006

Total Attachments: 2

source=RE2RATmAssmtBWpdf#page1.tif

source=RE2RATmAssmtBWpdf#page2.tif

**ASSIGNMENT OF TRADEMARK RIGHTS**

Whereas, **RELIANCE ELECTRIC COMPANY**, a Delaware corporation ("**RELIANCE**"), having a place of business at 6040 Ponders Court, Greenville, South Carolina 29615, is the owner of the U.S. and foreign trademarks set forth on the attached Exhibit A (the "**Trademarks**"), which by this reference is made a part of this agreement.

Whereas, **ROCKWELL AUTOMATION, INC.**, a Delaware corporation, ("**ROCKWELL**"), having a place of business at 1201 South Second Street, Milwaukee, Wisconsin 53204, desires to acquire **RELIANCE'S** interest and goodwill in the **Trademarks**, as of the date written below.

Now therefore, in consideration of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, **RELIANCE** does hereby sell, assign, transfer and convey unto **ROCKWELL**, its entire right, title and interest throughout the world in and to the **Trademarks**, together with the goodwill of the business symbolized by the **Trademarks**, and any and all claims and damages it may have either at law or in equity arising out of any past infringement of the **Trademarks**.

**RELIANCE** hereby appoints **ROCKWELL** its attorney-in-fact to act in **RELIANCE'S** name, place and stead to execute, deliver and record any document or instrument of assignment required in any country in which the **Trademarks** subsists, granting or confirming the rights granted herein, but only to the extent of those rights granted herein in connection with the **Trademarks**.

In Witness Whereof, **RELIANCE** has caused this assignment to be duly executed and its corporate seal affixed thereto this 27<sup>th</sup> day of September, 2006.

**RELIANCE ELECTRIC COMPANY**

(Corporate Seal)

By: Joseph D. Swann  
Joseph D. Swann, President

ATTEST

William Vetter  
William Vetter, Assistant Secretary

State of South Carolina )  
  ) ss.  
County of Greenville )

Personally came before me, a Notary Public authorized to take acknowledgements in the above county and state, this 27<sup>th</sup> day of September, 2006, Joseph D. Swann, President of the above named **RELIANCE ELECTRIC COMPANY**, to me known to be the person who executed the foregoing assignment and acknowledged that he, having full authority to do so, executed the foregoing instrument as such officer as the free act and deed of said corporation and that the seal of said corporation was duly affixed.



Denise A. Hudson  
NOTARY PUBLIC  
State of South Carolina  
My Commission Expires  
June 1, 2016

Denise A. Hudson  
Denise A. Hudson, Notary Public, State of South Carolina  
My Commission Expires: 6-1-2006

EXHIBIT A  
TRADEMARKS

Trademark	Country	Status	Appln #	Appln Date	Reg. #	Reg. Date	Renewal
AUTOMATE	Benelux	Registered	635237	28-Feb-80	365669	28-Feb-80	28-Feb-10
AUTOMATE	Canada	Registered		22-Mar-89	198241	22-Mar-89	22-Mar-19
AUTOMATE	Italy	Registered		22-Aug-74	306540	14-Oct-96	22-Aug-04
AUTOMATE	United States	Registered	72/401881	2-Sep-71	966419	21-Aug-73	21-Aug-13
AUTOMAX	China	Registered	92019999	25-Apr-92	636506	7-Apr-93	7-Apr-13
AUTOMAX	China	Registered	92019999	25-Apr-92	634583	20-Mar-93	20-Mar-13
AUTOMAX	India	Pending	641758	3-Oct-94			
AUTOMAX	United States	Registered	74/101152	28-Sep-90	1691252	9-Jun-92	9-Jun-12
FLEXPAK	India	Pending	925901	19-May-00			
FLEXPAK	Korea, Republic of	Registered	6978/1990	15-Mar-90	226838	28-Nov-91	28-Nov-11
FLEXPAK	Mexico	Registered	118993	21-Oct-86	428961	29-Jul-91	29-Jul-11
FLEXPAK	United States	Registered	73/116059	16-Feb-77	1077311	15-Nov-77	15-Nov-07
IMPAK	United States	Registered	73/116026	16-Feb-77	1079308	13-Dec-77	13-Dec-07
MAXPAK	Australia	Registered		27-Dec-86	A341456	27-Dec-86	27-Dec-10
MAXPAK	Canada	Registered	448859	17-Jan-80	254954	16-Jan-81	16-Jan-11
MAXPAK	France	Registered	1118413	4-Jan-80	1567328	27-Dec-99	27-Dec-09
MAXPAK	Germany	Registered		28-Jan-90	1009522	28-Jan-00	28-Jan-10
MAXPAK	Korea, Republic of	Registered	6979/1990	15-Mar-90	226839	28-Nov-91	28-Nov-11
MAXPAK	Mexico	Registered	210434	16-Mar-87	210434	16-Mar-92	16-Mar-12
MAXPAK	Switzerland	Registered		27-Dec-79	305226	27-Dec-99	27-Dec-09
MAXPAK	United Kingdom	Registered		7-Jan-87	B1126533	7-Jan-87	7-Jan-11
MAXPAK	United States	Registered	72/435785	15-Sep-72	976713	15-Jan-74	15-Jan-14
WEBPAK	United States	Registered	76/053768	22-May-00	2509231	20-Nov-01	20-Nov-11
WEBPAKCS	United States	Registered	76/100506	1-Aug-00	2509376	20-Nov-01	20-Nov-11
VTAC		Common law					