

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Prism, Inc.		04/11/2007	CORPORATION: RHODE ISLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Uncle Josh Bait Company		
<b>Street Address:</b>	525 North Jefferson Street		
<b>City:</b>	Fort Atkinson		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53538		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0980937	BEAD	
Registration Number:	1542707	JAW SET	
Registration Number:	1521097	LURES BY ATOM PURE FISHCOLOGY	
Registration Number:	0440721	STRIPER ATOM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)273-5198		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414-273-3500		
<b>Email:</b>	rwizorek@gklaw.com		
<b>Correspondent Name:</b>	Roxana Wizorek; Godfrey & Kahn, S.C.		
<b>Address Line 1:</b>	780 N. Water Street		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	0581870-0011		
<b>NAME OF SUBMITTER:</b>	Roxana Wizorek		

CH \$115.00 0980937

Signature:

/rw/

Date:

04/17/2007

Total Attachments: 3

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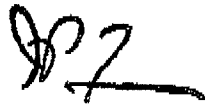
source=uncle#page3.tif

**ASSIGNMENT****Prism, Inc. to Uncle Josh Bait Company - U.S. Trademarks**

I, Joseph P. Ferrucci, in my capacity as duly appointed Permanent Receiver of Prism, Inc. ("Prism") (the "Receiver") by the authority vested in me by order of the Providence County Superior Court of the State of Rhode Island entered on the 30<sup>th</sup> day of January, 2007, in the Receivership proceeding pending before the Court, docketed as P.M. No. PB 06-6648, *Raymond E. Mailhot v. Prism, Inc.* (the "Proceeding"), as well as the order of the Providence County Superior Court of the State of Rhode Island entered in the Proceeding granting Receiver's Petition to Sell Assets Free and Clear of Liens entered on April 9, 2007, (collectively, the "Orders") for good and valuable consideration paid by Uncle Josh Bait Company ("Uncle Josh") the receipt of which is hereby acknowledged, do hereby convey and assign to Uncle Josh pursuant to the Orders, all of the right, title and interest of Prism and of the Receiver, if any, in and to the trademarks of Prism including, the goodwill of the business in connection with the trademarks and all common law rights thereto and the right to recover damages and profits for past and future infringements thereof, and including but not limited to, those trademarks set forth on the attached Schedule A (collectively, the "IP Assets").

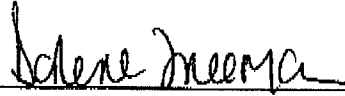
This assignment is made without any representations or warranties whatsoever, including but not limited to, any representations or warranties concerning title, ownership, enforceability, validity, amount, quality, existence, assignability or any other aspects of the IP Assets.

The Receiver hereby agrees to execute all other reasonable documents necessary to effectuate the assignment of IP Assets to Uncle Josh. Notwithstanding anything herein to the contrary, the Receiver shall not be personally liable for his execution of this instrument.



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JOSEPH P. FERRUCCI, solely in his  
capacity as Receiver of Prism, Inc., and not  
individually

Subscribed and sworn to before me this 11<sup>th</sup> day of April, 2007.



\_\_\_\_\_  
Notary Public

My commission expires: 5/5/08

**Schedule A – Trademarks**

<i>U.S. Trademarks</i>	<i>Registration Number</i>
BEAD and Design	980,937
JAW SET and Design (of hook)	1,542,707
LURES BY ATOM and Design	1,521,097
STRIPER ATOM	440,721