

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
Motomco, Ltd.		09/28/2007	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Bell Laboratories, Inc.		
Street Address:	3699 Kinsman Blvd.		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53704		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77010278	PROVOKE	
CORRESPONDENCE DATA			
Fax Number:	(608)257-1507		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	608-257-7766		
Email:	docket_ssafer@lathropclark.com		
Correspondent Name:	Shelley J. Safer		
Address Line 1:	740 Regent Street, P.O. Box 1507		
Address Line 2:	Suite 400		
Address Line 4:	Madison, WISCONSIN 53701-1507		
ATTORNEY DOCKET NUMBER:	BELLABS-1 PROVOKE		
NAME OF SUBMITTER:	Shelley J. Safer		
Signature:	/shelley j safer/		
Date:	10/01/2007		

CH \$40.00 77010278

Total Attachments: 1
source=provoke assignment#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, Motomco, Ltd., a Florida corporation, having its principal place of business at 3699 Kinsman Blvd., Madison, Wisconsin 53704 ("Motomco"), has adopted and used the mark PROVOKE to identify attractant gel used to enhance the effectiveness of traps for rodents, including but not limited to rats and mice, for insects, including but not limited to ants, roaches, spiders, bees, hornets and yellow jackets, and for moles; and

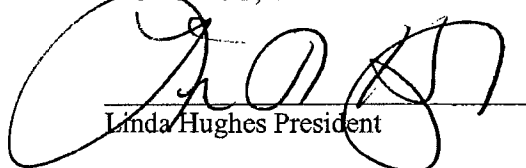
WHEREAS, Motomco is the owner of U.S. Trademark Serial No. 77/010,278 covering the mark PROVOKE, which was filed in the United States Patent and Trademark Office on September 29, 2006; and

WHEREAS, Bell Laboratories, Inc., a Wisconsin corporation, having its principal place of business at 3699 Kinsman Blvd., Madison, Wisconsin 53704 ("Bell Laboratories"), has been using the above-identified mark under license from Motomco and desires to acquire the mark, the application for registration thereof and all of the goodwill of the business associated with said mark;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Motomco hereby sells, assigns, and transfers to Bell Laboratories, all of its right, title, and interest in and to the PROVOKE mark and the application for registration referred to above, together with all of the goodwill of the business associated with said mark.

ASSIGNOR:

MOTOMCO, LTD.


Linda Hughes President

STATE OF WISCONSIN)
) ss
COUNTY OF DANE)

Personally came before me this 28 day of September, 2007, the above-named Linda Hughes, to me known to be the person who executed the foregoing instrument and acknowledged that she executed this instrument on behalf of the identified corporation as its president.



Notary Public, State of Wisconsin

My Commission expires: Oct 14, 2007

