

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
July 20, 2007

ADMINISTRATIVE PROCEEDING
File No. 3-12706

In the Matter of	:	
	:	
	:	
The CattleSale Co.,	:	
Gen-ID Lab Services, Inc.,	:	ORDER INSTITUTING
Global Business Information	:	PROCEEDINGS AND NOTICE
Directory, Inc.	:	OF HEARING PURSUANT TO
GSL Holdings, Inc.,	:	SECTION 12(j) OF THE
Industrial Rubber	:	SECURITIES EXCHANGE ACT
Innovations, Inc.,	:	OF 1934
Instapay Systems, Inc., and	:	
Orbit Brands Corp.,	:	
	:	
Respondents.	:	
	:	

I.

The Securities and Exchange Commission (“Commission”) deems it necessary and appropriate for the protection of investors that public administrative proceedings be, and hereby are, instituted pursuant to Section 12(j) of the Securities Exchange Act of 1934 (“Exchange Act”).

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENTS

1. The CattleSale Co. (“CattleSale”) (CIK No. 205239) is a void Delaware corporation located in San Antonio, Texas with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). CattleSale is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended September 30, 2004, which reported a net loss from operations of \$687,000 for the prior three quarters. As of July 12, 2007, the company’s common stock (symbol “CTLE”) was quoted on the Pink Sheets, had nine market makers, and was eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3).

2. Gen-ID Lab Services, Inc. (CIK No. 1042669) is a Minnesota corporation located in Fontana, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Gen-ID is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended September 30, 1998, which reported a net loss of \$348,506 for the quarter. As of July 12, 2007, the company's common stock (symbol "GDLB") was quoted on the Pink Sheets, had eighteen market makers, and was eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3).

3. Global Business Information Directory, Inc. ("Global") (CIK No. 1071475) is a dissolved Colorado corporation located in Seattle, Washington with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Global is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-SB registration statement on September 9, 1999, which reported no revenues and a net loss of \$389,973. As of July 12, 2007, the company's common stock (symbol "GBDI") was traded on the Pink Sheets, had five market makers, and was eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3).

4. GSL Holdings, Inc. (CIK No. 1075082) is a purported British Virgin Islands corporation located in Los Angeles, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). GSL is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended June 30, 2004. As of July 12, 2007, the company's common stock (symbol "GSLHF") was quoted on the Pink Sheets, had seven market makers, and was eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3).

5. Industrial Rubber Innovations, Inc. (CIK No. 1091882) is a dissolved Florida corporation located in Bakersfield, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Industrial Rubber is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-KSB for the period ended October 31, 1999, which reported a net loss of \$1.29 million. As of July 12, 2007, the company's common stock (symbol "IRBB") was quoted on the Pink Sheets, had four market makers, and was eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3).

6. Instapay Systems, Inc. (CIK No. 846494) is an expired Utah corporation located in Chula Vista, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Instapay is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-QSB for the period ended September 30, 2004, which reported a net loss since inception of \$3.1 million. As of July 12, 2007, the company's common stock (symbol "IPYS") was quoted on the Pink Sheets, had fourteen market makers, and was eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3).

7. Orbit Brands Corp. (CIK No. 916184) is a void Delaware corporation located in Sherman Oaks, California with a class of equity securities registered with the

Commission pursuant to Exchange Act Section 12(g). Orbit is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-KSB for the period ending December 31, 2004, which reported a net operating loss of \$31.4 million for the prior year. As of July 12, 2007, the company's common stock (symbol "OBBCQ") was quoted on the Pink Sheets, had nineteen market makers, and was eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3).

B. DELINQUENT PERIODIC FILINGS

8. As discussed in more detail above, all of the respondents are delinquent in their periodic filings with the Commission (*see* Chart of Delinquent Filings, attached hereto as Appendix 1), have repeatedly failed to meet their obligations to file timely periodic reports, and failed to heed delinquency letters sent to them by the Division of Corporation Finance requesting compliance with their periodic filing obligations or, through their failure to maintain a valid address on file with the Commission as required by Commission rules, did not receive such letters.

9. Exchange Act Section 13(a) and the rules promulgated thereunder require issuers of securities registered pursuant to Exchange Act Section 12 to file with the Commission current and accurate information in periodic reports, even if the registration is voluntary under Section 12(g). Specifically, Rule 13a-1 requires issuers to file annual reports (Forms 10-K, 10-KSB, or 20-F), and Rule 13a-13 requires domestic issuers to file quarterly reports (Forms 10-Q or 10-QSB). Rule 13a-16 requires foreign private issuers to furnish quarterly and other reports to the Commission under cover of Form 6-K if they make or are required to make the information public under the laws of the jurisdiction of their domicile or in which they are incorporated or organized; if they file or are required to file information with a stock exchange on which their securities are traded and the information was made public by the exchange; or if they distribute or are required to distribute information to their security holders.

10. As a result of the foregoing, Respondents failed to comply with Exchange Act Section 13(a) and Rules 13a-1, 13a-13, and/or 13a-16 thereunder.

III.

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate for the protection of investors that public administrative proceedings be instituted to determine:

A. Whether the allegations contained in Section II are true and, in connection therewith, to afford the Respondents an opportunity to establish any defenses to such allegations; and,

B. Whether it is necessary and appropriate for the protection of investors to suspend for a period not exceeding twelve months, or revoke the registration of each class of securities of the Respondents identified in Section II registered pursuant to Section 12 of the Exchange Act.

IV.

IT IS HEREBY ORDERED that a public hearing for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed, and before an Administrative Law Judge to be designated by further order as provided by Rule 110 of the Commission's Rules of Practice [17 C.F.R. § 201.110].

IT IS HEREBY FURTHER ORDERED that Respondents shall file an Answer to the allegations contained in this Order within ten (10) days after service of this Order, as provided by Rule 220(b) of the Commission's Rules of Practice [17 C.F.R. § 201.220(b)].

If Respondents fail to file the directed Answers, or fail to appear at a hearing after being duly notified, the Respondents may be deemed in default and the proceedings may be determined against them upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f), and 310 of the Commission's Rules of Practice [17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f), and 201.310].

This Order shall be served forthwith upon Respondents personally or by certified, registered, or Express Mail, or by other means of verifiable delivery.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 120 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice [17 C.F.R. § 201.360(a)(2)].

In the absence of an appropriate waiver, no officer or employee of the Commission engaged in the performance of investigative or prosecuting functions in this or any factually related proceeding will be permitted to participate or advise in the decision of this matter, except as witness or counsel in proceedings held pursuant to notice. Since this proceeding is not "rule making" within the meaning of Section 551 of the Administrative Procedure Act, it is not deemed subject to the provisions of Section 553 delaying the effective date of any final Commission action.

By the Commission.

Nancy M. Morris
Secretary

Attachment

Appendix 1

Chart of Delinquent Filings *In the Matter of The CattleSale Co., et al.*

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
<i>The CattleSale Co.</i>					
	<i>10-KSB</i>	12/31/04	03/31/05	Not filed	28
	<i>10-KSB</i>	03/31/05	04/04/05	Not filed	27
	<i>10-QSB</i>	06/30/05	08/15/05	Not filed	23
	<i>10-QSB</i>	09/30/05	11/14/05	Not filed	20
	<i>10-KSB</i>	12/31/05	03/31/06	Not filed	16
	<i>10-QSB</i>	03/31/06	05/15/06	Not filed	14
	<i>10-QSB</i>	06/30/06	08/14/06	Not filed	11
	<i>10-QSB</i>	09/30/06	11/14/06	Not filed	8
	<i>10-KSB</i>	12/31/06	04/02/07	Not filed	3
	<i>10-QSB</i>	03/31/07	05/15/07	Not filed	2
Total Filings Delinquent	10				
<i>Gen-ID Lab Services, Inc.</i>					
	<i>10-KSB</i>	12/31/98	03/31/99	Not filed	100
	<i>10-QSB</i>	03/31/99	05/17/99	Not filed	98
	<i>10-QSB</i>	06/30/99	08/16/99	Not filed	95
	<i>10-QSB</i>	09/30/99	11/15/99	Not filed	92
	<i>10-KSB</i>	12/31/99	03/30/00	Not filed	88
	<i>10-QSB</i>	03/31/00	05/15/00	Not filed	86
	<i>10-QSB</i>	06/30/00	08/14/00	Not filed	83
	<i>10-QSB</i>	09/30/00	11/14/00	Not filed	80
	<i>10-KSB</i>	12/31/00	04/02/01	Not filed	75
	<i>10-QSB</i>	03/31/01	05/15/01	Not filed	74
	<i>10-QSB</i>	06/30/01	08/14/01	Not filed	71
	<i>10-QSB</i>	09/30/01	11/14/01	Not filed	68
	<i>10-KSB</i>	12/31/01	04/01/02	Not filed	63
	<i>10-QSB</i>	03/31/02	05/15/02	Not filed	62
	<i>10-QSB</i>	06/30/02	08/14/02	Not filed	59
	<i>10-QSB</i>	09/30/02	11/14/02	Not filed	56
	<i>10-KSB</i>	12/31/02	03/31/03	Not filed	52
	<i>10-QSB</i>	03/31/03	05/15/03	Not filed	50

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
Gen-ID Lab Services, Inc. (continued)	10-QSB	06/30/03	08/14/03	Not filed	47
	10-QSB	09/30/03	11/14/03	Not filed	44
	10-KSB	12/31/03	03/30/04	Not filed	40
	10-QSB	03/31/04	05/17/04	Not filed	38
	10-QSB	06/30/04	08/16/04	Not filed	35
	10-QSB	09/30/04	11/15/04	Not filed	32
	10-KSB	12/31/04	03/31/05	Not filed	28
	10-QSB	03/31/05	05/16/05	Not filed	26
	10-QSB	06/30/05	08/15/05	Not filed	23
	10-QSB	09/30/05	11/14/05	Not filed	20
	10-KSB	12/31/05	03/31/06	Not filed	16
	10-QSB	03/31/06	05/15/06	Not filed	14
	10-QSB	06/30/06	08/14/06	Not filed	11
	10-QSB	09/30/06	11/14/06	Not filed	8
	10-KSB	12/31/06	04/02/07	Not filed	3
	10-QSB	03/31/07	05/15/07	Not filed	2

34

Total Filings Delinquent

**Global Business Information
Directory, Inc.**

10-QSB	07/31/99	09/14/99	Not filed	94
10-KSB	10/31/99	01/31/00	Not filed	90
10-QSB	01/31/00	03/16/00	Not filed	88
10-QSB	04/30/00	06/14/00	Not filed	85
10-QSB	07/31/00	09/14/00	Not filed	82
10-KSB	10/31/00	01/29/01	Not filed	78
10-QSB	01/31/01	03/19/01	Not filed	76
10-QSB	04/30/01	06/14/01	Not filed	73
10-QSB	07/31/01	09/14/01	Not filed	70
10-KSB	10/31/01	01/29/02	Not filed	66
10-QSB	01/31/02	03/18/02	Not filed	64
10-QSB	04/30/02	06/14/02	Not filed	61
10-QSB	07/31/02	09/16/02	Not filed	58
10-KSB	10/31/02	01/29/03	Not filed	54
10-QSB	01/31/03	03/17/03	Not filed	52
10-QSB	04/30/03	06/16/03	Not filed	49
10-QSB	07/31/03	09/15/03	Not filed	46

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
Global Business Information					
Directory, Inc.					
<i>(continued)</i>					
	10-KSB	10/31/03	01/29/04	Not filed	42
	10-QSB	01/31/04	03/16/04	Not filed	40
	10-QSB	04/30/04	06/14/04	Not filed	37
	10-QSB	07/31/04	09/14/04	Not filed	34
	10-KSB	10/31/04	01/31/05	Not filed	30
	10-QSB	01/31/05	03/17/05	Not filed	28
	10-QSB	04/30/05	06/14/05	Not filed	25
	10-QSB	07/31/05	09/14/05	Not filed	22
	10-KSB	10/31/05	01/30/06	Not filed	18
	10-QSB	01/31/06	03/17/06	Not filed	16
	10-QSB	04/30/06	06/14/06	Not filed	13
	10-QSB	07/31/06	09/14/06	Not filed	10
	10-KSB	10/31/06	01/29/07	Not filed	6
	10-QSB	01/31/07	03/19/07	Not filed	4
	10-QSB	04/30/07	06/14/07	Not filed	1

Total Filings Delinquent

32

GSL Holdings, Inc.

	10-QSB	09/30/04	11/15/04	Not filed	32
	10-KSB	12/31/04	03/31/05	Not filed	28
	10-QSB	03/31/05	05/16/05	Not filed	26
	10-QSB	06/30/05	08/15/05	Not filed	23
	10-QSB	09/30/05	11/14/05	Not filed	20
	10-KSB	12/31/05	03/31/06	Not filed	16
	10-QSB	03/31/06	05/15/06	Not filed	14
	10-QSB	06/30/06	08/14/06	Not filed	11
	10-QSB	09/30/06	11/14/06	Not filed	8
	10-KSB	12/31/06	04/02/07	Not filed	3
	10-QSB	03/31/07	05/15/07	Not filed	2

Total Filings Delinquent

11

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
Industrial Rubber Innovations, Inc.	10-QSB	01/31/00	03/16/00	Not filed	88
	10-QSB	04/30/00	06/14/00	Not filed	85
	10-QSB	07/31/00	09/14/00	Not filed	82
	10-QSB	10/31/00	01/29/01	Not filed	78
	10-QSB	01/31/01	03/19/01	Not filed	76
	10-QSB	04/30/01	06/14/01	Not filed	73
	10-QSB	07/31/01	09/14/01	Not filed	70
	10-QSB	10/31/01	01/29/02	Not filed	66
	10-QSB	01/31/02	03/18/02	Not filed	64
	10-QSB	04/30/02	06/14/02	Not filed	61
	10-QSB	07/31/02	09/16/02	Not filed	58
	10-QSB	10/31/02	01/29/03	Not filed	54
	10-QSB	01/31/03	03/17/03	Not filed	52
	10-QSB	04/30/03	06/16/03	Not filed	49
	10-QSB	07/31/03	09/15/03	Not filed	46
	10-QSB	10/31/03	01/29/04	Not filed	42
	10-QSB	01/31/04	03/16/04	Not filed	40
	10-QSB	04/30/04	06/14/04	Not filed	37
	10-QSB	07/31/04	09/14/04	Not filed	34
	10-QSB	10/31/04	01/31/05	Not filed	30
	10-QSB	01/31/05	03/17/05	Not filed	28
	10-QSB	04/30/05	06/14/05	Not filed	25
	10-QSB	07/31/05	09/14/05	Not filed	22
	10-QSB	10/31/05	01/30/06	Not filed	18
	10-QSB	01/31/06	03/17/06	Not filed	16
	10-QSB	04/30/06	06/14/06	Not filed	13
	10-QSB	07/31/06	09/14/06	Not filed	10
	10-QSB	10/31/06	01/29/07	Not filed	6
	10-QSB	01/31/07	03/19/07	Not filed	4
	10-QSB	04/30/07	06/14/07	Not filed	1

Total Filings Delinquent

30

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
<i>Instapay Systems, Inc.</i>					
	<i>10-KSB</i>	12/31/04	03/31/05	Not filed	28
	<i>10-QSB</i>	03/31/05	05/16/05	Not filed	26
	<i>10-QSB</i>	06/30/05	08/15/05	Not filed	23
	<i>10-QSB</i>	09/30/05	11/14/05	Not filed	20
	<i>10-KSB</i>	12/31/05	03/31/06	Not filed	16
	<i>10-QSB</i>	03/31/06	05/15/06	Not filed	14
	<i>10-QSB</i>	06/30/06	08/14/06	Not filed	11
	<i>10-QSB</i>	09/30/06	11/14/06	Not filed	8
	<i>10-QSB</i>	03/31/07	05/15/07	Not filed	2
Total Filings Delinquent	12				
<i>Orbit Brands Corp.</i>					
	<i>10-QSB</i>	03/31/05	05/16/05	Not filed	26
	<i>10-QSB</i>	06/30/05	08/15/05	Not filed	23
	<i>10-QSB</i>	09/30/05	11/14/05	Not filed	20
	<i>10-KSB</i>	12/31/05	03/31/06	Not filed	16
	<i>10-QSB</i>	03/31/06	05/15/06	Not filed	14
	<i>10-QSB</i>	06/30/06	08/14/06	Not filed	11
	<i>10-QSB</i>	09/30/06	11/14/06	Not filed	8
	<i>10-KSB</i>	12/31/06	04/02/07	Not filed	3
	<i>10-QSB</i>	03/31/07	05/15/07	Not filed	2
Total Filings Delinquent	9				