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07-11-2000

ET U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

0328.63727

Tab settings

101400198

original documents or copy thereof.

1. Name of conveying party(ies):

Max Rittenbaum, Inc.  
600 Wharton Circle, S.W.  
Atlanta, Georgia 30378

5.24.00

- Individual(s)
- General Partnership
- Corporation-State GA
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: January 1, 2000

2. Name and address of receiving party(ies)

Name: Clean-Rite Products, L.L.C.

Internal Address: 550 Barclay Boulevard

Street Address:

Lincolnshire

City: State

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other "an Illinois Limited Liability Company"

05-24-2000

U.S. Patent & TMO/TM Mail Rpt Dt. #

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,835,476

1,886,634

1,884,159

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Lawrence J. Crain

Internal Address: Suite 8660

233 S. Wacker Drive - Sears Tower

Street Address:

City: Chicago

State: IL

ZIP: 60606

07/10/2000 MNSUYEN 00000173 1835476

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

Enclosed

Authorized to be charged to deposit account

Only in the event proper payment is not enclosed

8. Deposit account number:

07-2069

(Attach duplicate copy of this page if paying by deposit account)

01 FC:481  
02 FC:482

30.00  
30.00

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Lawrence J. Crain  
Name of Person Signing

*Lawrence J. Crain*  
Signature

5/24/00

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002098 FRAME: 0695

ASSIGNMENT


WHEREAS, Max Rittenbaum, Inc. Georgia corporation having its principal office and place of business at 600 Wharton Circle, S.W. Atlanta, GA 30378 (hereinafter referred to as "Assignor"), has adopted, has used and is using in interstate commerce in the United States the trademark THE RIGHT CHOICE, which has been granted U.S Trademark Registration No. 1884159,

WHEREAS, Clean-Rite Products, L.L.C., an Illinois limited liability company having its principal office and place of business at 550 Barclay Blvd., Lincolnshire, IL 60069 (hereinafter referred to as "Assignee"), is desirous of acquiring said trademark from the Assignor, including the registration therefor and the goodwill of the business attendant thereto,

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of Ten Dollars (\$10) and other good and valuable consideration, the receipt of which is hereby acknowledged by the Assignor, Assignor by these presents sells, transfers, conveys and assigns to Assignee said trademark, including the registration therefor, and the goodwill of the business attendant thereto.

**MAX RITTENBAUM, INC**

Date 1/1/00

By   
\_\_\_\_\_  
**Jeff Rittenbaum**  
**President**

ASSIGNMENT

WHEREAS, Max Rittenbaum, Inc. Georgia corporation having its principal office and place of business at 600 Wharton Circle, S.W. Atlanta, GA 30378 (hereinafter referred to as "Assignor"), has adopted, has used and is using in interstate commerce in the United States the trademark PERMA SOFT, which has been granted U.S Trademark Registration No. 186634,

WHEREAS, Clean-Rite Products, L.L.C., an Illinois limited liability company having its principal office and place of business at 550 Barclay Blvd., Lincolnshire, IL 60069 (hereinafter referred to as "Assignee"), is desirous of acquiring said trademark from the Assignor, including the registration therefor and the goodwill of the business attendant thereto,

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of Ten Dollars (\$10) and other good and valuable consideration, the receipt of which is hereby acknowledged by the Assignor, Assignor by these presents sells, transfers, conveys and assigns to Assignee said trademark, including the registration therefor, and the goodwill of the business attendant thereto.

**MAX RITTENBAUM, INC**

Date 1/1/00

By   
**Jeff Rittenbaum**  
**President**

ASSIGNMENT


WHEREAS, Max Rittenbaum, Inc., a Georgia corporation having its principal office and place of business at 600 Wharton Circle, S.W. Atlanta, GA 30378 (hereinafter referred to as "Assignor"), has adopted, has used and is using in interstate commerce in the United States the trademark DETAILER'S CHOICE, which has been granted U.S. Trademark Registration No. 1,835,476,

WHEREAS, Clean-Rite Products, L.L.C., an Illinois limited liability company having its principal office and place of business at 550 Barclay Blvd., Lincolnshire, IL 60069 (hereinafter referred to as "Assignee"), is desirous of acquiring said trademark from the Assignor, including the registration therefor and the goodwill of the business attendant thereto,

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of Ten Dollars (\$10) and other good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor by these presents sells, transfers, conveys and assigns to Assignee said trademark, including the registration therefor, and the goodwill of the business attendant thereto.

MAX RITTENBAUM, INC.

Date 1/1/00

By   
\_\_\_\_\_  
Jeff Rittenbaum  
President

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