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

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

BISSELL Inc.

1-23-02

- Individual(s) Association General Partnership Limited Partnership [X] Corporation-State Michigan Other

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

2. Name and address of receiving party(ies)

Name: BISSELL Homecare, Inc.

Internal Address:

Street Address: 2345 Walker,

City: Grand Rapids State: MI Zip: 49504

- Individual(s) citizenship Association General Partnership Limited Partnership [X] Corporation-State Michigan Other

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 []

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3. Nature of conveyance:

- [X] Assignment Merger Security Agreement Change of Name Other

Execution Date: January 22, 2002

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

A. Trademark Application No.(s) 75862332

B. Trademark Registration No.(s)

Additional number(s) attached Yes [] No [X]

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

Name: Jennifer E. Berner

Internal Address: Pattishall, McAuliffe,

Newbury, Hilliard & Geraldson

Street Address: 311 S. Wacker Drive

Suite 5000

City: Chicago State: IL Zip: 60606

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41) \$ 40.00

- [X] Enclosed [X] Authorized to be charged to deposit account

8. Deposit account number:

16-0650

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9. Signature.

Jennifer E. Berner Name of Person Signing

Jennifer E Berner Signature

1/22/02 Date

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

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

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TRADEMARK REEL: 002437 FRAME: 0103

ASSIGNMENT OF TRADEMARK

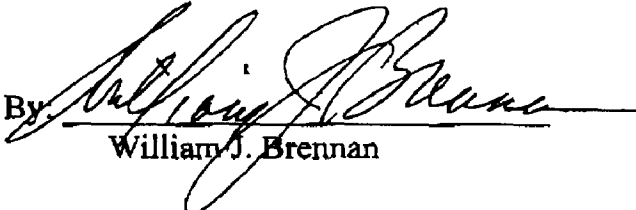
BISSELL Inc., a Michigan corporation, located and doing business at 2345 Walker, N.W., Grand Rapids, Michigan 49544 (hereinafter "Assignor"), in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, assigns all goodwill, right, title, and interest in and to the trademark BISSELL WE MEAN CLEAN (hereinafter "The Mark"), and to the application to register The Mark in the United States Patent and Trademark Office, Serial No. 75/862,332, to BISSELL Homecare, Inc., a Michigan corporation located and doing business at 2345 Walker, N.W., Grand Rapids, Michigan 49544 (hereinafter "Assignee"). Assignee is the successor to the portion of the business of Assignor to which The Mark pertains.

The undersigned declares that he is fully authorized to execute this Assignment of The Mark to Assignee.

BISSELL Inc.

Dated: January 22, 2002

By



William J. Brennan

Title: Vice President and
General Counsel