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

Tab settings

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

1. Name of conveying party(ies): WORLD KITCHEN, INC.

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date:

2. Name and address of receiving party(ies)

Name: WKI HOLDING COMPANY, INC.

Internal Address: One Pyrex Place

Street Address: City: Elmira State: NY Zip: 14902-1555

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Delaware 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

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

A. Trademark Application No.(s) 76/318,792

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Stephen P. Burr

Internal Address: BURR & BROWN

Street Address: P.O. Box 7068

City: Syracuse State: NY Zip: 13261

6. Total number of applications and registrations involved: 1

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

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

50-1446

DO NOT USE THIS SPACE

9. Signature.

Stephen P. Burr Name of Person Signing

Signature

04/17/2002 Date

Total number of pages including cover sheet, attachments, and document: 1

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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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OFFICE OF PATENT RECORDS 2002 APR 30 AM 11:47 FINANCE SECTION

TRADEMARK REEL: 002502 FRAME: 0690

**TRADEMARK ASSIGNMENT**

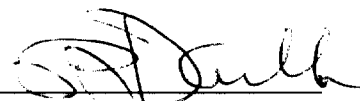
**WHEREAS**, WORLD KITCHEN, INC., a DELAWARE Corporation, with its principal place of business at One Park Place, Elmira, NY 14902-1555 ("Assignor"), has adopted, owns and is using the Mark SIMPLY WHITE ("the Mark") in connection with the following goods and/or services: dinnerware, kitchenware, ovenware, bakeware, tableware, and storage containers; and

**WHEREAS**, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-described goods and/or services, Application Serial No. 76/318,792 filed on September 27, 2001; and

**WHEREAS**, WKI HOLDING COMPANY, INC., a DELAWARE Corporation, with its principal place of business at One Park Place, Elmira, NY 14902-1555 ("Assignee"), desires to acquire the Mark, and the pending application;

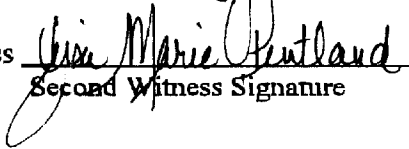
**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the pending application for registration.

WORLD KITCHEN, INC.

By:   
Name: Raymond J. Kulla  
Title: Vice President, General Counsel and Secretary

Dated effective as of: 4/11/02

Date 4/11/02 Witness   
First Witness Signature

Date 4.11.02 Witness   
Second Witness Signature