

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kelly Pioneer Group		08/14/2003	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	S. C. Johnson & Son, Inc.
Street Address:	1525 Howe Street
City:	Racine
State/Country:	WISCONSIN
Postal Code:	53403-2236
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 1	
Property Type	Number
Registration Number:	2543416

CORRESPONDENCE DATA	
Fax Number:	(262)260-4253
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	262/260-2442
Email:	B050994@scj.com
Correspondent Name:	Ruth J. Lebed-Rofes
Address Line 1:	1525 Howe Street
Address Line 4:	Racine, WISCONSIN 53403-2236

ATTORNEY DOCKET NUMBER:	FRESH BRUSH
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NAME OF SUBMITTER:	Carol Pansch
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Total Attachments: 3 source=FRESH BRUSH page 1.tif source=FRESH BRUSH page 2.tif source=FRESH BRUSH page 3.tif
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CH \$40.00 2543416

ASSIGNMENT OF TRADEMARKS

This Assignment is made this 14TH day of August, 2003, by KELLY PIONEER GROUP, INC., a New York corporation, with a business address of 756 River Road, Fair Haven, New Jersey, 07704, (hereinafter "ASSIGNOR"), and S. C. JOHNSON & SON, INC., a Wisconsin corporation, with a business address of 1525 Howe Street, Racine, Wisconsin, 53403, (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trademarks, the trademark applications and the trademark registrations identified in the attached Schedule A (hereinafter the "MARKS"); and

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of the ASSIGNOR'S right, title and interest in and to the MARKS, together with the goodwill of the businesses appurtenant thereto and symbolized thereby, and in and to all rights under said MARKS.

NOW, THEREFORE, for other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, sell, transfer, grant and convey to ASSIGNEE, its successors and assigns, any and all of the ASSIGNOR'S right, title interest in and to the MARKS, together with the goodwill of the businesses appurtenant thereto and symbolized thereby and the right to sue and recover damages for past infringements thereof.

ASSIGNOR binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to ASSIGNEE, its successors and assigns, any further documents or instruments and to perform any and all further acts that may be necessary to vest in ASSIGNEE, its successors and assigns, the title herein conveyed, or intended so to be.

ASSIGNOR further assigns to ASSIGNEE, its successors and assigns, all claims for damages by reason of past infringement of the MARKS and the right to bring or maintain suit at law and equity for past infringement of the MARKS and to retain for the

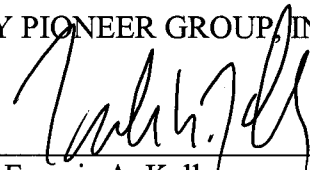
benefit of ASSIGNEE, all damages or settlements arising from said past infringement, effective as of the date of this Assignment.

In testimony whereof, I have hereunto set my hand and seal this 14th day of August, 2003.

ASSIGNOR

KELLY PIONEER GROUP, INC.

By: _____


Francis A. Kelly

Its: President

ASSIGNEE

S. C. JOHNSON & SON, INC.

By: _____

 
David Hecker

Its: Secretary

SCHEDULE A

FRESH BRUSH in International Class 5
For: antiseptic solutions for cleaning and sanitizing
toothbrushes and oral appliances

U.S. Reg. No. 2543416