

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Elkay Manufacturing Company		10/30/2003	CORPORATION: ILLINOIS

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Brita Canada Corporation
<b>Street Address:</b>	5700 Yonge Street
<b>Internal Address:</b>	Suite 1210
<b>City:</b>	Toronto
<b>State/Country:</b>	ONTARIO
<b>Postal Code:</b>	M2M 4K2
<b>Entity Type:</b>	CORPORATION: NOVA SCOTIA

<b>PROPERTY NUMBERS Total: 2</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Serial Number:</b>	76398414	THE BETTER WAY TO BETTER WATER
<b>Registration Number:</b>	2669039	PURESMART

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(510)271-1652
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	510 271 7326
<b>Email:</b>	barbara.ellen@clorox.com
<b>Correspondent Name:</b>	Timothy J. Humphrey, The Clorox Company
<b>Address Line 1:</b>	1221 Broadway
<b>Address Line 4:</b>	Oakland, CALIFORNIA 94612

<b>ATTORNEY DOCKET NUMBER:</b>	ELKAY-BRITA
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<b>NAME OF SUBMITTER:</b>	Barbara Ellen
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<b>Total Attachments: 2</b>
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ASSIGNMENT OF TRADEMARKS AND GOODWILL

WHEREAS, Elkay Manufacturing Company, an Illinois corporation, with its principal place of business located at 2222 Camden Court, Oak Brook, Illinois 60523 ("Assignor"), is, subject to the terms of the Asset Purchase Agreement between Assignor, Brita Canada Corporation, a Nova Scotia corporation, with its principal place of business located at 5700 Yonge Street, Suite 1210, Toronto, Ontario, Canada, M2M 4K2 ("Assignee"), and certain affiliates of Assignee, dated September 26, 2003 ("Asset Purchase Agreement"), the owner of the entire right, title and interest in the trademarks, trademark applications and trademark registrations set forth in Exhibit A hereto; and

WHEREAS, Assignee is acquiring concurrently with the date hereof (1) the applications and registrations set forth in Exhibit A hereto and (2) the rights Assignor owns in the trademarks identified in Exhibit A hereto.

NOW, THEREFORE, in consideration of the foregoing premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, transfer, convey and assign to Assignee its entire right, title and interest in, to and under the trademarks and trademark registrations identified in Exhibit A hereto, together with the goodwill of the business symbolized by such trademarks and with all rights and privileges granted and secured thereby, including, but not limited to, any right to sue and recover for any past or continuing infringement thereof.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this Assignment as of this 30th day of October, 2003.

ELKAY MANUFACTURING COMPANY,  
an Illinois corporation

By: Philip A Roberto

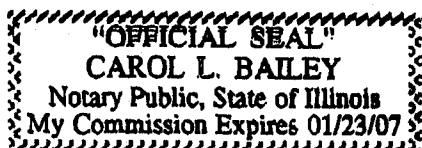
Name: Philip A Roberto

Title: Vice President, Corp Planning

State of Illinois )  
County of DuPage )

The foregoing Assignment of Trademarks and Goodwill was executed and acknowledged before me this 30th day of October, 2003, by Phil Roberto, personally known to me to be the VP, Corp. Planning of Elkay Manufacturing Company, an Illinois corporation, on behalf of said corporation

Carol L. Bailey  
Notary Public  
My Commission Expires: 01/23/07



U.S.

## Exhibit A

Trademarks and Trademark Registrations

Trademark Name	Jurisdiction	Case Number	Status	Application Number	Date	Description of Goods
PURESMART	Canada	3504610913	Pending	1142839 783368	6/4/2002	Water bottle sealing assemblies for use with commercial refrigerated bottled drinking water dispensing units composed of air filters, seal plates, seal adapters and gaskets, check valves, feed tubes, cap plugs and caps.
PURESMART	Mexico	3504610913	Pending	550702	6/7/2002	Water bottle sealing assemblies for use with commercial refrigerated bottled drinking water dispensing units composed of air filters, seal plates, seal adapters and gaskets, check valves, feed tubes, cap plugs and caps.
PURESMART	United States of America	3504610913	Published	76/388723 2669039	3/29/2002	Water bottles, namely water bottle sealing assemblies for use with commercial refrigerated bottled drinking water dispensing units composed of air filters, seal plates, seal adapters and gaskets, check valves, feed tubes, cap plugs and caps. ✓
THE BETTER WAY TO BETTER WATER	Canada	3504611030	Pending	1142837	6/4/2002	Water coolers and water filtration units for domestic use.
THE BETTER WAY TO BETTER WATER	Mexico	3504611030	Pending	550703	6/7/2002	Water coolers and water filtration units for domestic use.
THE BETTER WAY TO BETTER WATER	United States of America	3504611030	Pending	76/398414	4/22/2002	Water coolers and water filtration units for domestic use. ✓

TRADEMARK