

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pura, Inc.		11/14/2003	CORPORATION: NEVADA

RECEIVING PARTY DATA

Name:	Culligan International Company
Street Address:	One Culligan Parkway
City:	Northbrook
State/Country:	ILLINOIS
Postal Code:	60062
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2347967	BIG BOY
Registration Number:	2317449	PURA

CORRESPONDENCE DATA

Fax Number: (978)454-6094  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 978-614-7431  
 Email: shermanj@usfilter.com  
 Correspondent Name: JoAnn M. Sherman  
 Address Line 1: 75 Technology Drive  
 Address Line 2: Intellectual Property Administration  
 Address Line 4: Lowell, MASSACHUSETTS 01851

ATTORNEY DOCKET NUMBER:	USF/DIV/9154 - CULL. DIV.
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NAME OF SUBMITTER:	JoAnn M. Sherman
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Total Attachments: 2  
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ASSIGNMENT

WHEREAS, Pura, Inc. (hereinafter **ASSIGNOR**), a corporation of the State of Nevada, having an office and place of business at 25555 West Avenue Stanford, Valencia, CA 91355 United States of America, is the owner of the trademark registrations and applications (the "Trademarks") listed on the attached Schedule A.

WHEREAS, Culligan International Company (hereinafter **ASSIGNEE**), a corporation of the State of Delaware, having an office and place of business at One Culligan Parkway, Northbrook, Illinois 60062, United States of America is desirous of acquiring the Trademarks.

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the **ASSIGNOR** without representations of warranties with respect to the Trademarks or the title thereto, does hereby sell, assign, and transfer unto the **ASSIGNEE**, its successors and assigns, all its rights, title and interest in and to the Trademarks, and any foreign corresponding registrations and applications, together with the goodwill of the business which is symbolized by the Trademarks, and including the portion of the business to which the trademarks pertain and all rights to sue and recover for past infringement of the Trademarks.

**ASSIGNOR** covenants with the **ASSIGNEE** that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us, and that full right to convey the same as herein expressed is possessed by us.

PURA, INC. (ASSIGNOR)

November 14 2003  
Date

By James T. Thomas Sr.  
Name: James T. Thomas Sr.  
Title: Vice President & General Manager

Witnesses:

Rebecca R. Marie  
Name: Rebecca R. Marie  
Lilia Godinez  
Name: Lilia Godinez

CULLIGAN INTERNATIONAL COMPANY (ASSIGNEE)

November 3, 2003  
Date

By Susan E. Bennett  
Name: Susan E. Bennett  
Title: Vice President & General Counsel

Witnesses:

Amy C. McKeon  
Name: Amy C. McKeon  
Patti Bariti  
Name: Patti Bariti

### SCHEDULE A

<b>Trademark</b>	<b>Country</b>	<b>Application No.</b>	<b>Application Date</b>	<b>Registration No.</b>	<b>Registration Date</b>
BIG BOY	Canada	882140	22-Jun-1998	TMA539299	08-Jan-2001
BIG BOY	US	75/322777	11-Jul-1997	2347967	09-May-2000
PURA AND DESIGN	Canada	802134	19-Jan-1996	TMA507317	29-Jan-1999
PURA AND DESIGN	US	75/108077	22-May-1996	2317449	15-Feb-2000