

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
Stewart-Warner Alemite Licensco, Inc.		07/28/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Alemite LLC
Street Address:	1057 521 Corporate Center Drive
Internal Address:	Suite 100
City:	Fort Mill
State/Country:	SOUTH CAROLINA
Postal Code:	29715
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	78375467	ALEMITE
Serial Number:	78386498	THE PILL
Serial Number:	76334212	ZERK-MATE
Registration Number:	1863471	ALEMITE A
Registration Number:	826731	A ALEMITE
Registration Number:	1869226	ALEMITE
Registration Number:	418904	ALEMITE
Registration Number:	2358409	CHAPS
Registration Number:	692282	
Registration Number:	2765952	PUSH 'N LUBE
Registration Number:	2583197	RAM

CORRESPONDENCE DATA

OP \$290.00 78375467

Fax Number: (704)444-1111
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 704 444 1000
Email: mpoveromo@alston.com
Correspondent Name: Brian M. Davis
Address Line 1: 101 South Tryon Street, Suite 4000
Address Line 2: Bank of America Plaza
Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

NAME OF SUBMITTER:	Paralegal
Signature:	/Marie J. Poveromo/
Date:	08/01/2005

Total Attachments: 4
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**U. S. TRADEMARK REGISTRATIONS AND APPLICATIONS
DEED OF ASSIGNMENT**

WHEREAS, *Stewart-Warner Alemite Licensco, Inc.*, a Delaware corporation, having its principal office at 1057 521 Corporate Center Drive, Suite 100, Fort Mill, South Carolina 29715 (hereinafter referred to as "ASSIGNOR"), is the owner of those certain trademarks (the "Trademarks") which are the subject of the United States Trademark Registrations and Applications identified on Schedules "A" and "B" (the "Trademark Registrations and Applications"); and

WHEREAS, Applicant intended to use the mark THE PILL in commerce and has filed an application, now assigned Serial No. 78/386,498, indicating that intention, but has not yet filed an allegation of use under Section 1(c) or 1(d) of the Trademark Act. Applicant is assigning the mark in the above-identified application as a part of the entire business, or portion thereof, to which the mark pertains as required by 15 U.S.C. § 1060;

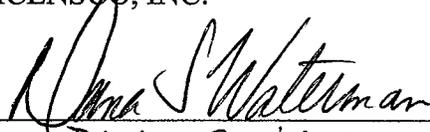
WHEREAS, *Alemite LLC*, a Limited Liability Company, organized and existing under the laws of the State of Delaware, having its principal office at 1057 521 Corporate Center Drive, Suite 100, Fort Mill, South Carolina 29715 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the Trademarks and the Trademark Registrations and Applications, together with related goodwill;

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer and sell unto said ASSIGNEE, its successors, or other legal representatives, its entire right, title and

interest, including common law rights, in and to the Trademarks, the Trademark Registrations and Applications, together with the goodwill of the business in connection with which the Trademarks are used and the right to sue for and collect damages for past infringement of the Trademarks.

IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Deed of Assignment to be executed as of the 28 day of JULY, 2005.

STEWART-WARNER ALEMITE
LICENSCO, INC.



By: DANA S. WATERMAN

Title: CHIEF EXECUTIVE OFFICER

CLT01/4716986v1

SCHEDULE "A"

<u>Mark</u>	<u>Registration No.</u>	<u>Registered</u>
A ALEMITE & Design	1,863,471	11/22/1994
A ALEMITE (Stylized)	826,731	04/04/1967
ALEMITE	1,869,226	12/27/1994
ALEMITE	418,904	01/15/1946
CHAPS	2,358,409	06/13/2000
Fitting Design	692,282	02/02/1960
PUSH N' LUBE	2,765,952	09/16/2003
RAM & Design	2,583,197	06/18/2002

SCHEDULE "B"

<u>Mark</u>	<u>Application No.</u>	<u>Filed</u>
ALEMITE	78/375,467	02/27/2004
THE PILL	78/386,498	03/18/2004
ZERK-MATE	76/334,212	11/05/2001