

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
Better Bilt Products, Inc.		04/20/2006	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Safe Direction, LLC		
Street Address:	P.O. Box 1249		
City:	Addison		
State/Country:	ILLINOIS		
Postal Code:	60101-1249		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78329281	SAFE DIRECTION	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-616-5652		
Email:	lsullivan@leydig.com		
Correspondent Name:	Lynn A. Sullivan, Leydig Voit & Mayer, L		
Address Line 1:	Two Prudential Plaza, 180 N. Stetson		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601-6780		
ATTORNEY DOCKET NUMBER:	225310		
NAME OF SUBMITTER:	Lynn A. Sullivan		
Signature:	/Lynn A. Sullivan/		
Date:	04/24/2006		

CH \$40.00 78329281

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

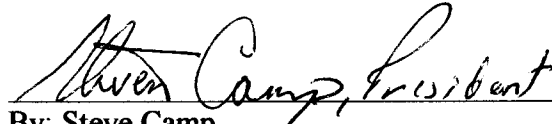
WHEREAS, Better Bilt Products, Inc. (Assignor), an Illinois corporation, having its principal offices at 900 S. Kay Street, Addison, Illinois 60101-0559 has adopted, used, is using and is the owner of the following mark applied for in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Reg. No./Serial No.</u>	<u>Date of Registration/ Filing</u>
SAFE DIRECTION	78/329281	November 18, 2003

WHEREAS, Safe Direction, LLC (Assignee), an Illinois Limited Liability Company, having its address at P.O. Box 1249, Addison, Illinois 60101-1249 is desirous of acquiring said mark;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said mark, together with the goodwill of the business symbolized by said mark and registration thereof, and including all common-law and other rights in said mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on the 20th day of April, 2006.


By: Steve Camp
Title: President