

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
The Pampered Chef, Ltd.		09/01/2006	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Columbia Insurance Company
Street Address:	3024 Harney Street
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68131
Entity Type:	CORPORATION: NEBRASKA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2737605	BAKER'S ROLLER
Registration Number:	2742918	THE GRATE CONTAINER
Registration Number:	2815586	LA TIENDA DE COCINA QUE VIENE HASTA TU PUERTA
Registration Number:	2776124	THE PAMPERED CHEF
Registration Number:	2838929	PAMPERED PERKS
Registration Number:	2803310	SIMPLE ADDITIONS
Registration Number:	2807227	SIMPLE ADDITIONS IT ALL ADDS UP!
Registration Number:	2803311	SIMPLE ADDI+IONS IT ALL ADDS UP!

CORRESPONDENCE DATA

Fax Number: (312)321-4299
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 312-321-4231
 Email: tholt@brinkshofer.com
 Correspondent Name: Thomas L. Holt
 Address Line 1: 455 N. Cityfront Plaza Dr., Suite 3600

CH \$215.00 2737605

Address Line 2: 11905/110
Address Line 4: Chicago, ILLINOIS 60611

ATTORNEY DOCKET NUMBER:	11905/110
NAME OF SUBMITTER:	Thomas L. Holt
Signature:	/Thomas L. Holt/
Date:	09/05/2006

Total Attachments: 2
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ASSIGNMENT

WHEREAS, THE PAMPERED CHEF, LTD., a company organized and existing under the laws of the State of Illinois, United States of America, located and doing business at One Pampered Chef Lane (formerly 350 South Rohlwing Road), Addison, Illinois, U.S.A., 60101 (hereinafter "Assignor") is the owner of the trademarks and registrations therefor, as set forth in the attached schedule (collectively "the Trademarks"); and

WHEREAS, COLUMBIA INSURANCE COMPANY, a corporation organized and existing under the laws of the State of Nebraska, United States of America, located and doing business at 3024 Harney Street, Omaha, Nebraska, U.S.A., 68131 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks and all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present, or future infringement of the rights assigned to Assignee under this Assignment.

THE PAMPERED CHEF, LTD.

By: Catherine R. Landman
Name: Catherine R. Landman
Title: Senior Vice President and General Counsel

STATE OF ILLINOIS)
) ss.
COUNTY OF DUPAGE)

On this 1ST day of September, 2006, before me, a Notary Public in and for the County aforesaid, personally appeared Catherine R. Landman, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that she was the Senior Vice President and General Counsel of **THE PAMPERED CHEF, LTD.**, and that she had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.

Linda A. Kalal
Notary Public
10/13/08
My Commission Expires



Schedule of Trademarks

UNITED STATES:

<u>Mark</u>	<u>International Class</u>	<u>Reg. No.</u>
BAKER'S ROLLER	21	2737605
THE GRATE CONTAINER	21	2742918
LA TIENDA DE COCINA QUE VIENE HASTA TU PUERTA	35	2815586
THE PAMPERED CHEF & Design (hat logo)	8, 9, 16, 21, 24, 29, 30	2776124
PAMPERED PERKS	35	2838929
SIMPLE ADDITIONS	3, 4, 20, 21	2803310
SIMPLE ADDITIONS: IT ALL ADDS UP!	3, 4, 20, 21	2807227
SIMPLE ADDITIONS: IT ALL ADDS UP! & Design	3, 4, 20, 21	2803311

CTM:

<u>Mark</u>	<u>International Class</u>	<u>Reg. No.</u>
SIMPLE ADDITIONS	3, 20, 21	2959096
SIMPLE ADDITIONS IT ALL ADDS UP!	3, 4, 20, 21	2889285
SIMPLE ADDITIONS IT ALL ADDS UP! and Design simple additions <i>it all adds up!</i>	3, 20, 21	2959112

MEXICO:

<u>Mark</u>	<u>International Class</u>	<u>Reg. No.</u>
SIMPLE ADDITIONS	20	784026
SIMPLE ADDITIONS	21	865825
SIMPLE ADDITIONS IT ALL ADDS UP!	20	783446
SIMPLE ADDITIONS IT ALL ADDS UP!	21	865818
SIMPLE ADDITIONS IT ALL ADDS UP! and Design simple additions <i>it all adds up!</i>	20	789602
SIMPLE ADDITIONS IT ALL ADDS UP! and Design simple additions <i>it all adds up!</i>	21	821032