

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	04/22/2003		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Kingsford Products Company, LLC		05/03/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BF Products, LLC		
Street Address:	35 Garden Street		
City:	New York Mills		
State/Country:	NEW YORK		
Postal Code:	13417		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1374515	FLEA ENDER	
CORRESPONDENCE DATA			
Fax Number:	(585)232-2152		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	bsalai@hselaw.com		
Correspondent Name:	Stephen B. Salai		
Address Line 1:	1600 Bausch & Lomb Place		
Address Line 4:	Rochester, NEW YORK 14606		
ATTORNEY DOCKET NUMBER:	90755.000226		
NAME OF SUBMITTER:	Stephen B. Salai		
Signature:	/stephen b. salai/		

CH \$40.00 1374515

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TRADEMARK
REEL: 003383 FRAME: 0888

Date:

09/05/2006

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS AND GOOD WILL

WHEREAS, The Kingsford Products Company, LLC, A Delaware Limited Liability Company, with its principal place of business located at 1221 Broadway, Oakland, California 94612 ("Assignor"), I, subject to the terms of the Asset Purchase Agreement between Assignor, certain of Assignor's related companies, and BF Products, LLC, dated April 4, 2003 ("Asset Purchase Agreement"), the owner of the entire right, title and interests in the trademarks, trademark applications and trademark registrations set forth in Exhibit A hereto; and

WHEREAS, BF Products, LLC, a Delaware limited liability company, with its principal place of business located at 35 Garden Street, New York Mills, New York 13417 ("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 registration identified in Exhibit A hereto, together with the goodwill of the business symbolized any 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 effective the 22nd day of April, 2003 and signed as of this day, 3rd of May 2006.

The Kingsford Products Company, LLC,
A Delaware Limited Liability Company

By: Barbara Ellen
Name: Barbara Ellen
Title: Assistant Secretary

Black Flag Brands, LLC

Exhibit A

MARK	COUNTRY	REGISTRATION NO.	REGISTERED
FLEA ENDER	UNITES STATES	1374515	December 10, 1985

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

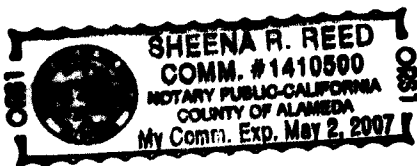
County of Alameda

On May 3, 2006 before me, Sheena R. Reed, Notary Public,
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Barbara Ellen,
Name(s) of Signer(s)

- ☒ Personally known to me - OR -
☐ Proved to me on the basis of satisfactory evidence

to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.



WITNESS my hand and official seal.

Sheena R. Reed
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment of Trademarks and Good Will

Document Date: May 3, 2006 Number of Pages: 2

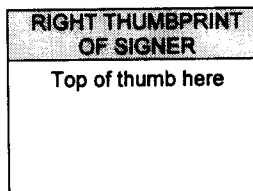
Signer(s) Other Than Named Above: none

Capacity(ies) Claimed by Signer(s)

Signer's Name: Barbara Ellen

- ☐ Individual
☒ Corporate Officer
Title(s): Assistant Secretary
☐ Partner - ☐ Limited ☐ General
☐ Attorney-in-Fact
☐ Trustee
☐ Guardian or Conservator
☐ Other: _____

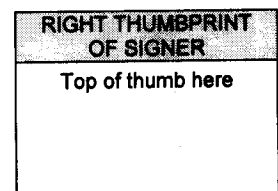
Signer Is Representing:
The Kingsford Products Company, LLC



Signer's Name: _____

- ☐ Individual
☐ Corporate Officer
Title(s): _____
☐ Partner - ☐ Limited ☐ General
☐ Attorney-in-Fact
☐ Trustee
☐ Guardian or Conservator
☐ Other: _____

Signer Is Representing: _____



Revised 12/99

RECORDED: 09/05/2006

TRADEMARK
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