

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
Ms. Laura Mercier		07/27/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Gurwitch Products, L.L.C.		
Doing Business As:	DBA Gurwitch Products, L.L.C.		
Street Address:	13259 North Promenade Boulevard		
City:	Stafford		
State/Country:	TEXAS		
Postal Code:	77477		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2446387	LAURA MERCIER	
Registration Number:	2350939	LAURA MERCIER	
Registration Number:	2750756	LAURA MERCIER	
Registration Number:	3114248	LAURA MERCIER	
CORRESPONDENCE DATA			
Fax Number:	(616)787-4306		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6167876849		
Email:	karen_leet@alticor.com		
Correspondent Name:	Alticor Inc.		
Address Line 1:	7575 Fulton Street East		
Address Line 4:	Ada, MICHIGAN 49355		
NAME OF SUBMITTER:	Lisa A. Smith		

CH \$115.00 2446387

Signature:

/Lisa A. Smith/

Date:

09/22/2006

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Assignment of trademark rights is effective as of the 27 day of July, 2006, between Laura Mercier and Gurwitch Products, L.L.C.

WHEREAS, Laura Mercier, an individual residing at 339 Beaver Dam Road, Brookhaven New York, 11719, U.S.A. ("Assignor"), has adopted, owns and is using the Mark LAURA MERCIER ("the Mark") directly or through a licensee in connection with various goods and services;

WHEREAS, Assignor owns the federal registrations for the Mark on the Principal Register of the United States Patent and Trademark Office as identified on Exhibit A; and

WHEREAS, Gurwitch Products, L.L.C., a Delaware limited liability company, with its principal place of business at 13259 North Promenade Boulevard, Stafford, Texas 77477, U.S.A. ("Assignee"), desires to acquire all right, title, and interest to the Mark, including all associated goodwill, and the registrations referenced on Exhibit A;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registrations thereof.

Assignor agrees to take any further action reasonably necessary to assist Assignee in recording the transfer of the Mark and the registrations on Exhibit A.

Dated: July 27, 2006

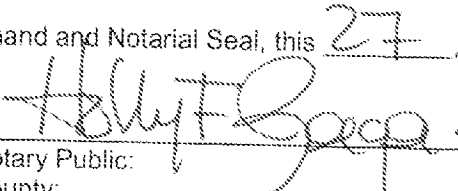


LAURA MERCIER

STATE OF New York)
COUNTY OF New York) ss:

I, Holly F. Berger, a Notary Public in and for the County and State aforesaid, do hereby certify that Laura Mercier, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that she signed, sealed and delivered the instrument as her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this 27 day of July, 2006.



Notary Public:
County:
My Commission Expires:

HOLLY F. BERGER
Notary Public, State of New York
No. 01BE5025860
Qualified in New York County
Commission Expires on April 4, 2010

EXHIBIT A

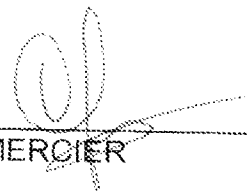
MARK	SER. NO.	APPL. DATE	CLASS/ GOODS	REG. NO.	REG. DATE	STATUS
LAURA MERCIER	76/022818	04/10/2000	35	2446387	04/24/2001	Registered
LAURA MERCIER	75/979113	04/03/1997	16, 42	2350939	05/16/2000	Registered
LAURA MERCIER	75/979113	04/03/1997	03, 09	2750756	08/12/2003	Registered
LAURA MERCIER	78/676760	07/22/2005	04, 08, 21	3114248	07/11/2006	Registered

CONSENT TO REGISTRATION

(United States)

I, Laura Mercier, a citizen of the United States residing at 339 Beaver Dam Road Brookhaven, New York 11719 U.S.A., do hereby consent to the worldwide registration by Gurwitch Products, L.L.C., a Delaware limited liability company, located at 13259 North Promenade Boulevard, Stafford, Texas 77477, U.S.A., of my name, LAURA MERCIER, as a trademark for all goods and services in all classes.

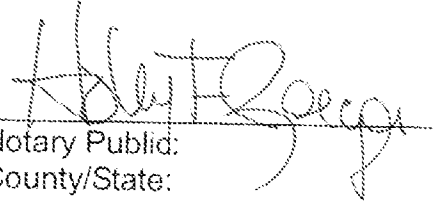
Dated: July 27, 2006



LAURA MERCIER

Subscribed and sworn to before me, a notary public, in New York County,
New York, NY U.S.A., on July 27, 2006.

HOLLY F. BERGER
Notary Public, State of New York
No. 01BE5025860
Qualified in New York County
Commission Expires on April 4, 2010



Notary Public:
County/State:
Commission Expires: