

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DIAMOND PRODUCTS COMPANY		08/04/2006	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CENTURA BRANDS INC.		
<b>Street Address:</b>	Unit 50, 1200 Aerowood Drive		
<b>City:</b>	Mississauga, Ontario		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	L4W 2S7		
<b>Entity Type:</b>	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0694682	DIPPITY-DO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(413)733-4543		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	4137365401		
<b>Email:</b>	tinnirella@ip-lawyers.com		
<b>Correspondent Name:</b>	McCormick Paulding & Huber LLP		
<b>Address Line 1:</b>	185 Asylum Street, CityPlace II		
<b>Address Line 4:</b>	Hartford, CONNECTICUT 06103-3402		
<b>ATTORNEY DOCKET NUMBER:</b>	5323-0000		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	McCormick, Paulding & Huber LLP		
<b>Address Line 1:</b>	185 Asylum Street, CityPlace II		
<b>Address Line 4:</b>	Hartford, CONNECTICUT 06103-3402		

CH \$40.00 0694682

NAME OF SUBMITTER:	J. Kevin Grogan
Signature:	/J. Kevin Grogan/
Date:	10/18/2006
Total Attachments: 1 source=Assignment of DIPPITY-D[5]#page1.tif	

Schedule 7.1(g)

**WORLDWIDE ASSIGNMENT**

In consideration of One (\$1.00) Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Diamond Products Company, whose full post office address is 410 South Ware Boulevard, Tampa, FL 33619 hereby confirms its sale, transfer and assignment to Centura Brands Inc. Unit 50, 1200 Aerowood Drive, Mississauga, Ontario L4W 2S7 of its entire right, title and interest in Canada, the United States of America and throughout the world the registered trademark DIPPITY-DO.

SIGNED at Tampa, FL, this 4 day of August 2006.

Diamond Products Company

By [Signature]

STATEMENT OF WITNESS: I, Bruce Stafford declare that I was personally present and did see Thayer G. Smith, Jr. execute the above assignment.

[Signature]  
(Signature of witness)