

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
Excello Products, L.L.C.		12/07/2006	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Excello Products Acquisition, LLC
Street Address:	120 Lakeview Parkway
City:	Vernon Hills
State/Country:	ILLINOIS
Postal Code:	60061
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3091152	BRIO
Registration Number:	2913235	IT'S THE THIRSTIEST CLOTH YOU'LL EVER BUY!
Registration Number:	2913234	IT'S THE THIRSTIEST TOWEL YOU'LL EVER BUY!
Registration Number:	2982931	EVIA
Registration Number:	3005668	COOL DOTS
Registration Number:	2689296	CHEF'S ESSENTIALS
Registration Number:	2657159	KITCHEN EXPRESSIONS
Registration Number:	2651470	KITCHEN MILLENNIUM
Registration Number:	1478762	COOK'S COTTONS
Registration Number:	0722029	EXCELLO

CORRESPONDENCE DATA

Fax Number: (312)222-0818
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

CH \$265.00 3091152

Phone: 312-222-0800
Email: chiipdocket@michaelbest.com, lwdemarte@michaelbest.com,
dsternig@michaelbest.com
Correspondent Name: Martin L. Stern
Address Line 1: 180 N. Stetson Ave
Address Line 2: Suite 2000
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	035247-9071
NAME OF SUBMITTER:	Martin L. Stern
Signature:	/martin l. stern/
Date:	01/19/2007

Total Attachments: 3
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ASSIGNMENT OF TRADE NAME AND TRADEMARKS

WHEREAS, Excello Products, L.L.C. ("Assignor"), a Delaware limited liability company, with an address of 200 West Madison Street, Suite 2710, Chicago, Illinois 60606, has adopted and used the trade name and trademarks referenced in Schedule A attached hereto; and

WHEREAS, Excello Products Acquisition, LLC ("Assignee"), an Illinois limited liability company, with an address of 120 Lakeview Parkway, Vernon Hills, Illinois 60061, is desirous of acquiring said trade names and trademarks and the associated applications thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest throughout the world in and to the trade name and trademarks listed on Schedule A and the associated applications, including the entire portion of the Assignor's business to which the trade name and trademarks pertain, including all common law rights connected therein, together with the goodwill of the business symbolized by the trade name and trademarks, including the right to sue for all infringements that may have occurred before execution of this Assignment and the right to recover all damages resulting from prior infringement of such trade name and trademarks.

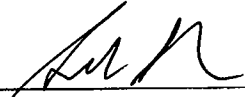
Assignor warrants that it is the sole owner of all rights referred to in this Assignment and has secured them from any and all parties that have claimed, or may claim, or that might claim such right by, through or under Assignor.

Assignor hereby grants to the law firm of Michael Best & Friedrich LLP of Chicago, Illinois, authority and power to insert on this instrument any further identification that may be necessary or desirable for purposes of recordation in the United States Patent and Trademark Office or government office of any foreign country.

This Assignment of Trade Name and Trademarks is executed this 7th day of
December, 2006.

ASSIGNOR:

Excello Products, L.L.C.

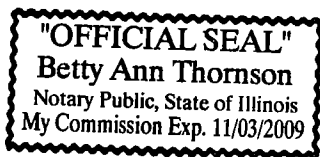
By: 
Name: Suken N. Shah
Title: Vice President

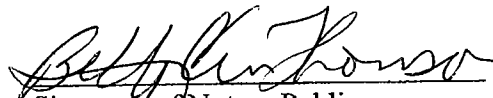
STATE OF ILLINOIS)
) ss
COUNTY OF COOK)

I, Betty Ann Thomson do hereby certify that the above-mentioned person appeared before me this day, and acknowledged that this Assignment was signed and delivered as the free and voluntary act of said person on behalf of the identified entity with authority to do so, for the uses and purposes therein set forth.

Given under my hand and seal this 7th day of December, 2006.

My commission expires: 11-3-2009




Signature of Notary Public

SCHEDULE A

TRADE NAME

Excello Products

TRADEMARKS

U.S. Trademark:	Brio	Reg. Number 3091152
U.S. Trademark:	It's the thirstiest cloth you'll ever buy!	Reg. Number 2913235
U.S. Trademark:	It's the thirstiest towel you'll ever buy!	Reg. Number 2913234
U.S. Trademark:	Evia	Reg. Number 2982931
U.S. Trademark:	Cool Dots	Reg. Number 3005668
U.S. Trademark:	Chef's Essentials	Reg. Number 2689296
U.S. Trademark:	Kitchen Expressions	Reg. Number 2657159
U.S. Trademark:	Kitchen Millennium	Reg. Number 2651470
U.S. Trademark:	Cook's Cottons	Reg. Number 1478762
U.S. Trademark:	Excello	Reg. Number 0722029