

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
Helen of Troy Limited		02/01/2007	LIMITED LIABILITY COMPANY: BARBADOS
RECEIVING PARTY DATA			
Name:	World Kitchen, LLC		
Street Address:	5500 N. Pearl		
Internal Address:	Suite 400		
City:	Rosemont		
State/Country:	ILLINOIS		
Postal Code:	60018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2089668	ULTRA MAX	
CORRESPONDENCE DATA			
Fax Number:	(847)233-8906		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	847-233-8682		
Email:	sheehansl@worldkitchen.com		
Correspondent Name:	World Kitchen, LLC		
Address Line 1:	5500 N. Pearl, Suite 400		
Address Line 2:	Legal Department		
Address Line 4:	Rosemont, ILLINOIS 60018		
NAME OF SUBMITTER:	Susan Sheehan		
Signature:	/susan sheehan/		
Date:	02/15/2007		

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REEL: 003482 FRAME: 0655

TRADEMARK ASSIGNMENT

WHEREAS, Helen of Troy Limited, a corporation organized under the laws of Barbados, having offices at 13 8th Avenue, Belleville, St. Michael, Barbados (hereinafter "ASSIGNOR"),

is owner of U.S. Trademark Registration Number 2,089,668 (Ultra Max)

and

WHEREAS, WKI HOLDING COMPANY, INC., a company organized under the laws of the state of Delaware, U.S.A., having offices at 5500 North Pearl, Suite 400, Rosemont, Illinois 60018 (hereinafter "ASSIGNEE"), is desirous of acquiring said trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of this 1 day of February, 2007.

Helen of Troy Limited

By: 

Name: Vincent D. Carson

Title: Vice President