

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
Rapid Brands Corporation		03/09/2007	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	The Evercare Company		
Street Address:	3440 Preston Ridge Rd.		
Internal Address:	Suite 650		
City:	Alpharetta		
State/Country:	GEORGIA		
Postal Code:	30005-3820		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78576255	TIDEE UP	
CORRESPONDENCE DATA			
Fax Number:	(212)492-0239		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.373.3239		
Email:	cmeredithgoujon@paulweiss.com, alee@paulweiss.com		
Correspondent Name:	Claudine Meredith-Goujon		
Address Line 1:	1285 Ave. of the Americas		
Address Line 4:	New York, NEW YORK 10019-6064		
ATTORNEY DOCKET NUMBER:	16453-005		
NAME OF SUBMITTER:	Claudine Meredith-Goujon		
Signature:	/Claudine Meredith-Goujon/		
Date:	03/09/2007		

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Total Attachments: 3

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Exhibit ATRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT dated as of March 9, 2007, made by Rapid Brands Corporation, a Michigan corporation ("Assignor") in favor of The Evercare Company, a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademark application listed on Schedule 1 attached hereto for the goods and/or services identified therein (the "Mark"); and

WHEREAS, Assignee desires to acquire the Mark and any and all goodwill associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers, assigns, and otherwise conveys to Assignee, all of Assignor's right, title, and interest in and to the Mark, along with the following:

- a. the goodwill of the business symbolized by and associated with the Mark;
- b. that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark in commerce as required by 15 U.S.C. 1060; and
- c. all rights to proceeds of the foregoing, including, without limitation, any claim by Assignor against third parties for past, present, or future infringement of the Mark.

Assignor has caused this Trademark Assignment to be duly executed and authorized as of the date hereof.

Rapid Brands Corporation

By: 

Name: William D. McKay

Title: President

TRADEMARK

Country	Mark	Application No.	Filing Date	Serial No.	Registration Date
USA	Tidee Up	N/A	February 28, 2005	78576255	N/A

STATE OF Arizona)

: ss.:

COUNTY OF Maricopa)

On this 9 day of March, 2007 before me personally came William D. McKay, to me known to be the person who signed the foregoing instrument and who being duly sworn by me did depose and state that he is the President of Rapid Brands Corporation; he signed the instrument in the name of Rapid Brands Corporation; and he had the authority to sign the instrument on behalf of Rapid Brands Corporation.

Helen H Mead

Notary Public

