

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
Ashland Inc.		03/14/2007	CORPORATION: KENTUCKY
RECEIVING PARTY DATA			
Name:	Ashland Licensing and Intellectual Property LLC		
Street Address:	5200 Blazer Parkway		
City:	Dublin		
State/Country:	OHIO		
Postal Code:	43017		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78462537	MAX LIFE	
CORRESPONDENCE DATA			
Fax Number:	(859)357-7147		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	859-357-7405		
Email:	pafredrick@ashland.com		
Correspondent Name:	Patricia A. Fredrick		
Address Line 1:	3499 Blazer Parkway		
Address Line 2:	LA4N		
Address Line 4:	Lexington, KENTUCKY 40509		
ATTORNEY DOCKET NUMBER:	91740EUS		
NAME OF SUBMITTER:	/Patricia a. Fredrick/		
Signature:	/Patricia A. Fredrick/		
Date:	03/20/2007		

OP \$40.00 78462537

Total Attachments: 2
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TRADEMARK ASSIGNMENT
(UNITED STATES)

WHEREAS, **Ashland Inc.**, a corporation organized under the laws of the State of Kentucky, U.S.A., whose business address is 50 E. RiverCenter Boulevard, Covington, Kentucky 41012-0391, U.S.A., (hereinafter "Assignor"), has adopted and used and is the owner of the trademark shown on the attached Schedule A and the application and related goodwill therefor (hereinafter "the Trademark").

WHEREAS, **Ashland Licensing and Intellectual Property LLC**, a limited liability company organized under the laws of the State of Delaware, U.S.A., whose business address is 5200 Blazer Parkway, Dublin, Ohio 43017, U.S.A. (hereinafter "Assignee"), desires to acquire the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Trademark, including all claims for damages for past infringement, together with the goodwill of the business symbolized by the Trademark, and the registration issuing from the application therefor.

Ashland Inc.

By: Thomas F. Davis
Thomas F. Davis, Assistant Secretary

Ashland Licensing and Intellectual Property LLC

By: Vernon F. Venne
Vernon F. Venne, President

STATE OF OHIO) ss.
COUNTY OF FRANKLIN)
UNITED STATES OF AMERICA)

On this 14th day of March, 2007, Thomas F. Davis and Vernon F. Venne personally appeared and executed the foregoing instrument before me and acknowledged that they executed the same, of their own free will and for the purposes set forth with authority to do so.

Patricia E. Carothers
Notary Public

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PATRICIA E. CAROTHERS
Notary Public, State of Ohio
My Commission Expires 01/17/2010

TRADEMARK
REEL: 003503 FRAME: 0247

SCHEDULE A
TRADEMARK ASSIGNMENT
(UNITED STATES)

TRADEMARK	APPLICATION NO.
MAX LIFE	78/462537