

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

Tech Enterprises, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Wisconsin
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) March 15, 2007

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Adaven Marketing, Inc.

Internal

Address:

Street Address: 1009 Jonathon Drive

City: Madison

State: Wisconsin

Country: USA Zip: 53713-3228

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship Wisconsin, USA
- Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3,183,744 - AND - 3,183,864

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Registration No.: 3,183,744 - Air Freshner

Registration No.: 3,183,864 - Pet Stain Remover

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Erik W. Ibele

Internal Address: Neider & Boucher, S.C.

Street Address: 440 Science Drive  
Suite 300

City: Madison

State: Wisconsin Zip: 53711

Phone Number: 608-661-4500

Fax Number: 608-661-4510

Email Address: eibele@neiderboucher.com

**6. Total number of applications and registrations involved:**

2

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 65**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers 1525  
Expiration Date 12/2008

b. Deposit Account Number

Authorized User Name

9. Signature: Erik Ibele

Signature

March 19, 2007

Date

Erik W. Ibele

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OP \$65.00 3183744

### ASSIGNMENT OF TRADEMARK REGISTRATION

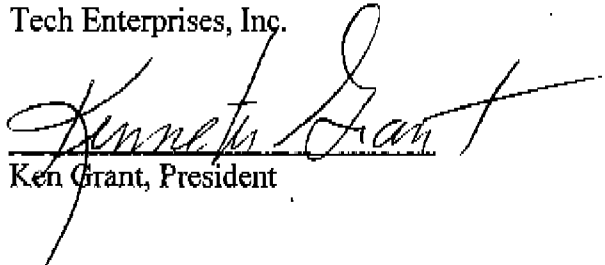
Whereas Tech Enterprises, Inc., a Wisconsin corporation with its address at 1009 Jonathon Drive, P.O. Box 53725-9294, Madison, Wisconsin 53725-9294 ("Assignor") is the owner of all right, title and interest in and to the following trademark, which is registered in the United States Patent and Trademark Office;

Mark: SASSY FRESH  
Registration Number: 3,183,744  
Date of Registration: December 12, 2006

Whereas Adaven Marketing, Inc., a Wisconsin corporation with its address at 1009 Jonathon Drive, Madison, Wisconsin 53713-3228 ("Assignee"), wishes to acquire said mark and the registration thereof;

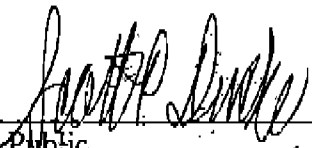
Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof.

Tech Enterprises, Inc.

By:   
Ken Grant, President

State of Wisconsin            )  
  )  
County of Dane                )

On this 15 day of March, 2007, before me appeared Ken Grant, known to me to be the President of Tech Enterprises, Inc., and acknowledged that he executed the foregoing Assignment of Trademark Registration in his capacity as President of said Tech Enterprises, Inc., by its authority.

  
\_\_\_\_\_  
Notary Public  
My Commission Expires: 1/31/10

### ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas Tech Enterprises, Inc., a Wisconsin corporation with its address at 1009 Jonathon Drive, P.O. Box 53725-9294, Madison, Wisconsin 53725-9294 ("Assignor") is the owner of all right, title and interest in and to the following trademark, which is registered in the United States Patent and Trademark Office;

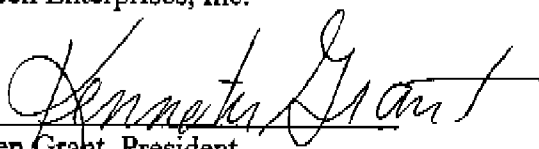
Mark: PETX  
Registration Number: 3,183,864  
Date of Registration: December 12, 2006

Whereas Adaven Marketing, Inc., a Wisconsin corporation with its address at 1009 Jonathon Drive, Madison, Wisconsin 53713-3228 ("Assignee"), wishes to acquire said mark and the registration thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof.

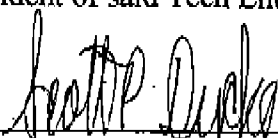
Tech Enterprises, Inc.

By:

  
Ken Grant, President

State of Wisconsin )  
  )  
County of Dane        )

On this 15 day of March, 2007, before me appeared Ken Grant, known to me to be the President of Tech Enterprises, Inc., and acknowledged that he executed the foregoing Assignment of Trademark Registration in his capacity as President of said Tech Enterprises, Inc., by its authority.

  
Notary Public  
My Commission Expires: 1/31/10