

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/09/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Now Products, Inc.		10/23/2007	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	The Mirachem Corporation
Street Address:	4645 West McDowell Road
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85035
Entity Type:	CORPORATION: ARIZONA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2118718	MIRACLEAN

CORRESPONDENCE DATA

Fax Number: (602)382-6070
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Email: chauff@swlaw.com
 Correspondent Name: Snell & Wilmer L.L.P.
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 Address Line 2: Charles F. Hauff, Jr.
 Address Line 4: Phoenix, ARIZONA 85004-2202

ATTORNEY DOCKET NUMBER:	66146.1100
NAME OF SUBMITTER:	Charles F. Hauff, Jr.
Signature:	/Charles F. Hauff, Jr./

CH \$40.00 2118718

Date:

10/24/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, NOW PRODUCTS, INC., an Arizona corporation having its principal place of business and mailing address at 1045 South Edward Drive, Tempe, Arizona 85281 ("Assignor") obtained a United States trademark registration based upon its use of the mark in commerce, as follows:

United States Trademark		
<i>Reg. No. and Reg. Date</i>	<i>Mark</i>	<i>For the Goods</i>
2,118,718 09 December 1997	MIRACLEAN	Cleaning preparations, namely, a concentrated, biodegradable all-purpose degreaser for use in automotive, food service, janitorial, commercial, utilities, and recreational purposes (International Class 3)

hereinafter referred to as the "Mark" and the "Registration";

WHEREAS, THE MIRACHEM CORPORATION, an Arizona corporation with a current principal place of business and mailing address at 4645 West McDowell Road, Phoenix, Arizona 85035, assigned its right, title and interest in and to the Mark to Assignor on June 2, 1997 at Reel/Frame 1592/0914 as evidenced by the records of the United States Patent and Trademark Office;

WHEREAS, on December 9, 2004, Assignor dissolved its corporation and THE MIRACHEM CORPORATION ("Assignee") acquired the existing ongoing business of Assignor and all of its assets; and


WHEREAS, Assignee now desires to confirm its ownership of the Registration as well as the Mark and the goodwill symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee, its successors, assigns, and legal representatives, *nunc pro tunc* as of December 9, 2004, the full and exclusive worldwide right, title and interest in and to the Mark and the Registration, including the goodwill embodied therein and the right to use for infringements and past infringements thereof.

Assignor hereby authorizes the Director – United States Patent and Trademark Office to record this Assignment for the sole benefit of Assignee, its successors, assigns and legal representatives.

EXECUTED on October 23, 2007.

NOW PRODUCTS, INC.

By 
Name: Patrick J. Doughty
Title: Former Vice President and
Chief Operating Officer
of Now Products, Inc.,
now President of
The Mirachem Corporation