

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
Poxy Plus, Inc.		04/22/2008	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Pidilite USA, Inc.		
Street Address:	401 Maplewood Drive		
Internal Address:	Suite 18		
City:	Jupiter		
State/Country:	FLORIDA		
Postal Code:	33458		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3160842	SIMPLE-FIX	
Registration Number:	2925153	POWER POXY	
Registration Number:	2908719	SCIENCE THAT STICKS	
Registration Number:	1469574	POWER POXY	
CORRESPONDENCE DATA			
Fax Number:	(404)581-8330		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-581-8275		
Email:	srbrown@jonesday.com		
Correspondent Name:	Sidney R. Brown		
Address Line 1:	1420 Peachtree Street, N.E.		
Address Line 2:	Suite 800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	764598-600003		

OP \$115.00 3160842

NAME OF SUBMITTER:	Sidney R. Brown
Signature:	/Sidney R. Brown/
Date:	05/15/2008
Total Attachments: 4 source=Pidilite USA Trademark Assignment#page1.tif source=Pidilite USA Trademark Assignment#page2.tif source=Pidilite USA Trademark Assignment#page3.tif source=Pidilite USA Trademark Assignment#page4.tif	

TRADEMARK ASSIGNMENT

WHEREAS, POXY PLUS, INC., a Wisconsin corporation having its principal place of business in Sussex, Wisconsin (hereinafter, "ASSIGNOR"), is the owner of all rights in the trademarks, trade names, and U.S. Trademark Registrations and Applications listed on the attached Schedule 1 (hereinafter, the "Trademarks") and adopted and used by the ASSIGNOR in its business; and

WHEREAS, Pidilite USA, Inc., a Delaware corporation having its principal place of business in Jupiter, Florida (hereinafter "ASSIGNEE"), is desirous of obtaining the entire right, title and interest in, to and under the aforesaid Trademarks;

1. NOW, THEREFORE, for good and valuable consideration received by ASSIGNOR, ASSIGNOR hereby sells, assigns, transfers, and sets over unto the said ASSIGNEE the entire right, title and interest in and to the Trademarks, together with the goodwill of ASSIGNOR'S business connected with the use thereof and symbolized by the Trademarks, for ASSIGNEE'S own use and the benefit of its successors and assigns.

2. ASSIGNOR agrees that, upon ASSIGNEE'S request, ASSIGNOR will sign all lawful papers and make all rightful oaths that ASSIGNEE may deem necessary or desirable to perfect and record title to the Trademarks in the United States Patent and Trademark Office.

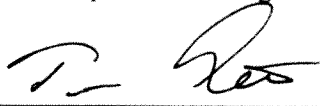
3. ASSIGNEE shall retain the exclusive right to bring and maintain actions for, and to settle, release and compromise claims for infringement of, the Trademarks occurring prior to the date hereof and to retain the proceeds thereof.

4. Except as otherwise expressly provided herein, no obligation is hereby assumed by ASSIGNOR to maintain, prosecute, enforce, litigate concerning, assert or defend the Trademarks or to file any document with respect thereto.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the undersigned has caused these presents to be signed by its duly authorized officer as of the 22nd day of April, 2008.

POXY PLUS, INC.,
a Wisconsin corporation, Assignor

By: 
Name: Tom Touchette

SCHEDULE 1 TO TRADEMARK ASSIGNMENT

U.S. TRADEMARK REGISTRATIONS:

MARK	U.S. REGISTRATION NO.
Simple-Fix	3160842
Power Poxy	2925153
Science that Sticks	2908719
Power Poxy	1469574

U.S. TRADEMARK APPLICATIONS:

None

STATE OF WISCONSIN)
 Milwaukee) ss.:
COUNTY OF ~~Waukesha~~ County)

On the 22nd day of April, 2008, before me personally came Tom Touchett
to me known, who, being by me duly sworn, did depose and say that he is the
President of POXY PLUS, INC., the corporation described in and which executed
the foregoing Trademark Assignment, and that he signed his name thereto by order of the Board of
Directors of said corporation.



NOTARY PUBLIC