

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kraco Enterprises, Inc.		08/25/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Kraco Enterprises, LLC		
Street Address:	505 Euclid Avenue		
City:	Compton		
State/Country:	CALIFORNIA		
Postal Code:	90224		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1652242	KRACO	
Registration Number:	1009297	KRACO	
Serial Number:	77455375	IT'S OUR WORLD, LET'S TAKE CARE OF IT.	
Serial Number:	77413428	ECOESSENTIAL	
CORRESPONDENCE DATA			
Fax Number:	(312)660-0424		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-861-2000		
Email:	ccasey@kirkland.com		
Correspondent Name:	Kirkland & Ellis LLP		
Address Line 1:	200 East Randolph Drive, Suite 5300		
Address Line 2:	c/o Christine Casey		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	38233-372		
NAME OF SUBMITTER:	Christine Casey		

CH \$115.00 1652242

Signature:

/Christine Casey/

Date:

09/18/2008

Total Attachments: 5

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of August 25, 2008 ("Effective Date") by and between Kraco Enterprises, Inc., a California corporation with its principal office at 505 Euclid Avenue, Compton, California 90224 ("Assignor"), and Kraco Enterprises, LLC, an Illinois limited liability company, with its principal office at 505 Euclid Avenue, Compton, California 90224 ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated as of the date hereof (the "Agreement");

WHEREAS, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registrations set forth on Schedule A attached hereto; the United States trademark applications set forth on Schedule B attached hereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks.

Assignor represents and warrants that it has not executed, and will not execute, any agreement or other instrument in conflict herewith. Nothing herein shall modify or limit Assignor's representations and warranties under the Agreement.

Assignor shall take all further actions, and provide to Assignee, Assignee's successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation), reasonably requested by Assignee to more fully and effectively effectuate the purposes of this Assignment, including, without limitation, with respect to the following: (1) the preparation and prosecution of any application for registration, or any application for renewal of a registration, relating to any of the rights assigned herein; (2) the prosecution or defense of any interference,

opposition, infringement or other proceedings that may arise in connection with any of the rights assigned herein, including, without limitation, testifying as to any facts relating to the Marks and this Assignment; (3) obtaining any additional trademark protection relating to rights assigned herein that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or in any foreign country; and (4) in the implementation or perfection of this Assignment in all applicable jurisdictions throughout the world.

* * * * *

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

KRACO ENTERPRISES, INC.

By: Robert R. Brocoff
Robert R. Brocoff, President

KRACO ENTERPRISES, LLC

By: Kraco Enterprises, Inc.
Its: Managing Member

By: Robert R. Brocoff
Robert R. Brocoff, President

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

Mark	Int'l Class/ Goods and Services	Registration No. / Registration Date
Kraco	9	1,652,242 7/30/1991
Kraco	19, 21	1,009,297 4/22/1975

SCHEDULE B

U.S. TRADEMARK APPLICATIONS

Mark	Application Ser. No./ Filing Date
It's Our World, Let's Take Care of It	77/455,375 4/23/2008
Ecoessential	77/413,428 3/5/2008