

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
Lander Intangibles Corporation		10/08/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	The Village Company, LLC
Street Address:	134 Columbia Court
City:	Chaska
State/Country:	MINNESOTA
Postal Code:	55318
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2548954	MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY!
Registration Number:	0761076	MR. BUBBLE
Registration Number:	2740656	MR. BUBBLE
Registration Number:	2978733	MR. BUBBLE
Registration Number:	2338710	MR. BUBBLE
Registration Number:	1492832	MR. BUBBLE
Registration Number:	2845123	
Registration Number:	2338818	
Registration Number:	3199301	
Registration Number:	2740664	
Registration Number:	2558541	THE BUBBLE BATH THAT MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY
Registration Number:	2322467	TUB MATE

CORRESPONDENCE DATA

900119110

**TRADEMARK
 REEL: 003875 FRAME: 0439**

OP \$315.00 2548954

Fax Number: (612)766-1600
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 612/766-7196
Email: trademarkmpls@faegre.com
Correspondent Name: Sandra Epp Ryan
Address Line 1: 90 South Seventh Street
Address Line 2: 2200 Wells Fargo Center
Address Line 4: Minneapolis, MINNESOTA 55402-3901

ATTORNEY DOCKET NUMBER:	79605 - 340898
NAME OF SUBMITTER:	Sandra Epp Ryan
Signature:	/Sandra Epp Ryan/
Date:	10/23/2008

Total Attachments: 4

source=340898 Trademark Assignment#page1.tif
source=340898 Trademark Assignment#page2.tif
source=340898 Trademark Assignment#page3.tif
source=340898 Trademark Assignment#page4.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment is dated as of October 8, 2008 (the "Assignment") between Lander Intangibles Corporation, a Delaware corporation with a business address of 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808 (the "Assignor") and The Village Company, LLC, a Minnesota limited liability company with a business address of 134 Columbia Court, Chaska, Minnesota 55318 (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and trade dress that are used in connection with the MR. BUBBLE brand, including, but not limited to the registered trademarks listed in Schedule A as well as any common law trademarks or trade dress (collectively, the "Marks");

WHEREAS, Assignor has agreed to transfer, sell and assign to Assignee all of Assignor's respective right, title and interest in and to the Marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor is the owner of all right, title and interest in and to the trademarks and trade dress used in connection with the MR. BUBBLE brand, including but not limited to the trademarks listed in Schedule A. Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, together with any goodwill associated therewith.
2. Rights and Privileges. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by Assignee and its successors, assigns and other legal representatives.
3. Further Assurances. Assignor agrees to execute and deliver at a future date any additional documents that Assignee reasonably determines are required to perfect or record Assignee's ownership of or title to the Marks or to clear any encumbrances with respect to the Marks.
4. Authorization. Assignor authorizes and requests any official throughout the United States, Canada, and the world whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record Assignee as the assignee and owner of any and all of Assignor's respective rights in the Marks.
5. Right to Convey. Assignor hereby covenants that it has full right to convey the entire interest herein assigned and that it has not executed, and will not execute, any agreement in conflict herewith.

Az

6. Counterparts. This Agreement may be executed in any number of counterparts, all such counterparts shall be deemed to constitute one and the same instrument, and each of the executed counterparts shall be deemed an original hereof.
7. Governing Law. This Assignment shall be governed by, and construed in accordance with, the law (both substantive and procedural) of the State of New York exclusive of the application of conflict of laws principles, except that federal law where applicable, shall be the governing law, to the extent required, with respect to issues involving trademarks and other intellectual property rights.

IN WITNESS WHEREOF, Assignor has duly executed this Trademark Assignment as of the first date written above.

LANDER INTANGIBLES CORPORATION, Assignor

By: 

Name: Andrew W. Sheldrick

Title: General Counsel & Secretary

(Corporate seal)

IN WITNESS WHEREOF, Assignee has duly executed this Trademark Assignment as of the first date written above.

THE VILLAGE COMPANY, LLC Assignee

By: _____

Name: _____

Title: _____

(Corporate seal)

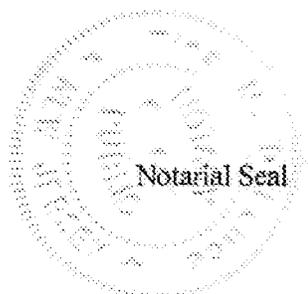
ACKNOWLEDGMENT AND NOTARY

United States of America
State of New Jersey)
)ss:
County of Mercer)

The foregoing instrument was acknowledged before me this 8th day of October, 2008, by Andrew W. Sheldrick, the duly appointed and acting General Counsel and Secretary of Lander Intangibles Corporation, the corporation described in and which executed the within instrument.



Notary Public **ERICA M. DEVELICE**
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 11/17/2011



United States of America
State of New York)
)ss:
County of _____)

The foregoing instrument was acknowledged before me this ____ day of October, 2008, by _____, the duly elected and acting _____ of The Village Company, LLC, the company described in and which executed the within instrument; that s/he knows the seal of said company; that the seal affixed to said instrument is such company seal.

Notary Public

Notarial Seal

SCHEDULE A

MARK	REGISTRATION NUMBER	COUNTRY
MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY!	2,548,954	United States
MR. BUBBLE	761,076	United States
MR. BUBBLE	2,740,656	United States
MR. BUBBLE	2,978,733	United States
MR. BUBBLE	2,338,710	United States
MR. BUBBLE (Designs)	1,492,832	United States
MR. BUBBLE (Designs)	2,845,123	United States
MR. BUBBLE (Designs)	2,338,818	United States
MR. BUBBLE (Designs)	3,199,301	United States
MR. BUBBLE (Designs)	2,740,664	United States
THE BUBBLE BATH THAT MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY	2,558,541	United States
TUB MATE	2,322,467	United States
AVEC MR. BUBBLE, IL EST PRESQUE AUSSI AMUSANT DE SE LAVER QU	TMA628575	Canada
BUBBLE Design	TMA198975	Canada
MAKES GETTING CLEAN ALMOST AS MUCH FUN AS GETTING DIRTY!	TMA628436	Canada
MR. BUBBLE	TMA140999	Canada
MR. BUBBLE	TMA198231	Canada
MR. BUBBLE (Designs)	TMA628572	Canada

Asis