

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
Willert Home Products, Inc.		12/19/2008	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Genieco, Inc.		
Street Address:	200 North Laflin Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2832190	HOME TRADITIONS	
Registration Number:	1675643	CONCERTO	
Registration Number:	1698744	CONCERTO	
Registration Number:	1646568	SCENTED GARDEN	
Registration Number:	1877331	SPIRITUAL SKY	
CORRESPONDENCE DATA			
Fax Number:	(312)759-5646		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-214-4810		
Email:	mnaahnsen@btlaw.com		
Correspondent Name:	Mark J. Nahnsen		
Address Line 1:	One North Wacker Drive		
Address Line 2:	Suite 4400		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	GENIECO		

CH \$140.00 2832190

NAME OF SUBMITTER:	Mark J. Nahnsen
Signature:	/Mark J. Nahnsen/
Date:	12/29/2008
Total Attachments: 2 source=genieco assignment#page1.tif source=genieco assignment#page2.tif	

TRADEMARK ASSIGNMENT

The Assignment is made by **Willert Home Products, Inc.**, a Missouri corporation, having an office and principal place of business at 4044 Park Avenue, St. Louis, Missouri 63110 ("Assignor") to **GENIECO, Inc.** an Illinois corporation, having an office and principal place of business at 200 North Laflin Street, Chicago, Illinois 60607 ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the marks and the trademark registrations therefor as listed in Schedule A attached hereto (the "Trademark Registrations"); and


WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the marks and the Trademark Registrations.

NOW THEREFORE, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which by the Assignor from the Assignee is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, Assignor's entire right, title and interest in and to each said mark and to the Trademark Applications and Registrations, together with the goodwill of the business symbolized by the marks and the applications and registrations therefor, and with the right to recover past, present and future damages for all infringements thereof.

IN WITNESS WHEREOF, this Assignment is made this 19th day of December, 2008.

ASSIGNOR:

BY: Willert Home Products, Inc.


Name: *Brian M. Warner*
Title: *C.F.O.*

Home Fragrance Trademarks

MARK	GOODS	COUNTRY	REG. NO.	CLASS	U.S. CLS.
HOME TRADITIONS EXPIRES 02/28/2017	POTPOURRI FOR SIMMERING POTS AIR FRESHENERS, CANDLES	UNITED STATES	2,832,190	3 5	1,4,6,50,51 AND 52 6,18,44,46,51 AND 52
HOME TRADITIONS EXPIRES 02/28/2017	POTPOURRI FOR SIMMERING POTS AIR FRESHENERS, CANDLES	GERMANY 02068-00149	39708869	3 & 5	
CONCERTO . EXPIRES 03/31/2012	Aroma mixtures for air and room fresheners in particular for aroma candles, Containers and simmerer, devices and apparatuses for air and room fresheners.	GERMANY 02068-00121	2028338	3,11 and 21	
CONERTO EXPIRES 09/06/2014	POTPOURRI AND AIR FRESHENERS	VIETNAM 19716	16325	5	
CONERTO EXPIRES 04/07/2012	POTPOURRI AND AIR FRESHENERS	ITALY 02068-0000122	641393	3 AND 5	
CONCERTO EXPIRES 02/18/2012	POTPOURRI FOR SIMMERING FRAGRANCE GEMS	UNITED STATES	1,675,643	3	6
CONCERTO EXPIRES 07/07/2012	AIR FRESHENERS	UNITED STATES	1,698,744	5	6
SCENTED GARDENS EXPIRES 06/04/2011	Incense sticks and cones essential oils for personal use, and potpourri	UNITED STATES	1,646,568	3	3
SCENTED GARDENS EXPIRES 11/22/2014	Incense sticks and cones essential oils for personal use, and potpourri	MEXICO- 2068-00204	868299	3	
SPIRITUAL SKY EXPIRES 02/7/2014	Incense sticks	UNITED STATES	1,877,331	3	