

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
Polder, Inc.		10/08/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Polder Housewares, Inc.		
Street Address:	195 Christian Street		
City:	Oxford		
State/Country:	CONNECTICUT		
Postal Code:	06478		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2282834	POLDER	
Registration Number:	2731352	HOME TOOLS	
Registration Number:	3190103	SPEED-READ	
Registration Number:	3209653	SAFE SERVE	
Registration Number:	3485567	SINGLE TEAR	
Registration Number:	3578416	WHERE LIFE MEETS STYLE	
CORRESPONDENCE DATA			
Fax Number:	(215)979-1020		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-979-1000		
Email:	eorleman@duanemorris.com		
Correspondent Name:	Allison Z. Gifford, Duane Morris LLP		
Address Line 1:	30 S. 17th St.		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	POLDER ASSIGNMENT		

CH \$165.00 2282834

900145275

TRADEMARK
REEL: 004078 FRAME: 0144

NAME OF SUBMITTER:	Allison Z. Gifford
Signature:	/Allison Z. Gifford/
Date:	10/14/2009
Total Attachments: 3 source=polder assignment#page1.tif source=polder assignment#page2.tif source=polder assignment#page3.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks between Polder, Inc., a Delaware corporation, with a principal place of business located at 195 Christian Street, Oxford, Connecticut 06478 (the "Assignor"), and Polder Housewares, Inc, a Delaware corporation, with a principal place of business at 195 Christian Street, Oxford, Connecticut 06478 (the "Assignee"), transfers and assigns from Assignor to Assignee, in the United States and throughout the world, all right, title, and interest in and to the marks and registrations and applications for marks described in Schedule A attached hereto, and the goodwill of the business associated therewith (collectively, the "Marks").

For good and valuable consideration by Assignee, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby assign unto the Assignee all of its right, title, and interest throughout the world in and to the Marks, free and clear of all liens and encumbrances, together with all of the goodwill of the entire business associated with and symbolized by such Marks, the applications and registrations thereof and therefor, and any rights of the Assignor to sue any third parties for any past infringement of or to the Marks, for the use and behoof of Assignee and its successors, assigns or other legal representative and to prosecute such applications and registrations in the various governmental offices worldwide.

After execution of this Assignment, at the request of the Assignee and at the Assignee's expense, but without additional consideration to the Assignor, the Assignor will execute and deliver to the Assignee from time to time such further instruments of conveyance, transfer, and assignment and other documents, and will take such other actions, as the Assignee may reasonably require to convey and deliver more effectively to the Assignee the Marks, to perfect the Assignee's title thereto, and otherwise to accomplish the orderly transfer to the Assignee of the Marks and to give full effect to this Assignment.

This Assignment of Trademarks is binding on the Assignor and its respective successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

In witness whereof, intending to be legally bound hereby, the Assignor has duly executed this Assignment of Trademarks.

POLDER, INC.

[Handwritten signature of George Calvin Scott]
By: _____
Name: George Calvin Scott
Title: President

Date: October 8, 2009

STATE OF Connecticut
COUNTY OF New Haven

:
:ss. Southbury
:

I, Craig A. Paige a Notary Public, in and for the State and County aforesaid, do hereby certify that on this 8th day of October, 2009, appeared before me George Calvin Scott, to me personally known, who, being by me duly sworn, did say that he is the President of Polder, Inc., and that said instrument was signed on behalf of said corporation by authority of its Board of Directors and said instrument to be the free act and deed of said corporation.

Subscribed and sworn to before me this 8th day October, 2009.

[Handwritten signature of Craig A. Paige]

Notary Public

(SEAL)

CRAIG A. PAIGE
Notary Public, State of Connecticut
Commission Expires Nov. 30, 2009

SCHEDULE A – TRADEMARKS

U.S. Registrations

<u>Mark</u>	<u>Registration No./Registration Date</u>
Polder (stylized)	2,282,834 – 10/5/1999
HOME TOOLS	2,731,352 – 7/1/2003
SPEED READ	3,190,103 – 12/26/2006
SAFE SERVE	3,209,653 – 2/13/2007
SINGLE-TEAR & Design	3,485,567 – 8/12/2008
WHERE LIFE MEETS STYLE	3,578,416 – 2/24/2009

Canadian Applications

<u>Mark</u>	<u>Serial No./Application Date</u>
WHERE LIFE MEETS STYLE	1,355,305 – 7/11/2007

Chinese Applications

<u>Mark</u>	<u>Serial No./Application Date</u>
POLDER	
POLDER (stylized)	