

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
AMCO HOUSEWORKS, LLC		07/22/2009	LIMITED LIABILITY COMPANY: ILLINOIS

RECEIVING PARTY DATA

Name:	FOCUS PRODUCTS GROUP, LLC
Street Address:	120 Lakeview Parkway
City:	Vernon Hills
State/Country:	ILLINOIS
Postal Code:	60061
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2953147	ADVANCED PERFORMANCE
Registration Number:	1866139	BASIC INGREDIENTS
Registration Number:	1422895	HOUSEWORKS
Registration Number:	2807174	HOUSEWORKS
Registration Number:	2953674	HOUSEWORKS
Registration Number:	2448401	OJEX
Registration Number:	2465948	ORANGEX
Registration Number:	1899459	PROFESSIONAL PERFORMANCE
Registration Number:	3011216	RUB·A·WAY
Registration Number:	2513975	
Registration Number:	2745904	
Registration Number:	2334481	

CORRESPONDENCE DATA

900152441

**TRADEMARK
 REEL: 004133 FRAME: 0574**

OP \$315.00 2953147

Fax Number: (312)222-0818
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-222-0800
Email: chiipdocket@michaelbest.com
Correspondent Name: Michael Best & Friedrich LLP
Address Line 1: 180 N. Stetson Avenue
Address Line 2: Suite 2000
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	035247-9097
NAME OF SUBMITTER:	Martin L. Stern
Signature:	/martin l. stern/
Date:	01/19/2010

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WHEREAS, AMCO HOUSEWORKS, LLC, an Illinois limited liability company having offices located at 120 Lakeview Parkway, Vernon Hills, IL 60061 ("ASSIGNOR"), owns all right, title and interest in and to the trademarks and applications and registrations therefor listed on Schedule A attached hereto and made a part hereof and the goodwill of the business symbolized by the aforesaid trademarks; and

WHEREAS, FOCUS PRODUCTS GROUP, LLC, an Illinois limited liability company having offices located at 120 Lakeview Parkway, Vernon Hills, IL 60061 ("ASSIGNEE"), desires to acquire all of ASSIGNOR's right, title and interest in and to the aforesaid trademarks and applications and registrations therefor listed on attached Schedule A and the goodwill of the business symbolized by said trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign to ASSIGNEE, its successors, assigns and legal representatives, all of the right, title, and interest in and to said trademarks and applications and registrations therefor listed on attached Schedule A, and the goodwill of the business symbolized by said trademarks, together with all rights under any applicable international treaties and agreements, the same to be held and enjoyed by ASSIGNEE for its own use and benefit and the use and benefit of its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, together with all income, royalties, damages or payments resulting from or attributable to activity or conduct after the effective date of this Assignment, including, without limitation, all worldwide rights to the aforesaid trademarks and applications and registrations therefor, the goodwill of the business symbolized by said trademarks and the right to sue and collect for all future, present and past infringements thereof, including infringements which may have occurred prior to the execution of this Assignment.

ASSIGNOR agrees: (a) to execute (i) all necessary papers throughout the world to be used in connection with the trademarks and applications and registrations therefor listed on attached Schedule A as ASSIGNEE may deem necessary or expedient, (ii) all papers in connection with any interference, opposition, legal or other proceedings throughout the world to maintain, protect or enforce, or otherwise relating to, the trademarks and applications and registrations therefor listed on attached Schedule A, and (iii) all papers and documents which may be necessary throughout the world in connection with the preparation and filing of any foreign applications for the trademarks and applications and registrations therefor listed on attached Schedule A; (b) to cooperate with ASSIGNEE at ASSIGNEE's expense in every way reasonably possible in obtaining evidence and going forward in any such proceedings throughout the world; and (c) at ASSIGNEE's expense to perform all other affirmative acts which in ASSIGNEE's reasonable discretion may be necessary or desirable throughout the world to maintain, protect or enforce the trademarks and applications and registrations therefor listed on attached Schedule A. These obligations of assistance by ASSIGNOR shall continue for so long as ASSIGNEE may require such assistance from ASSIGNOR.

ASSIGNOR hereby grants to the law firm of Michael Best & Friedrich LLP, Two Prudential Plaza, 180 N. Stetson Ave., Suite 2000, Chicago, Illinois 60601, USA authority and power to insert on this instrument any further information which may be necessary or desirable for identifying any of the trademarks, trademark applications or trademark registrations listed on attached Schedule A for purposes of recordation in the United States Patent and Trademark Office or in any foreign country.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of ASSIGNOR and is effective as of July 22, 2009.

AMCO HOUSEWORKS, LLC

By: David R. Beine
Name: DAVID R. BEINE
Title: VICE PRESIDENT & GENERAL COUNSEL

Dated: JULY 22, 2009

STATE OF WISCONSIN)
COUNTY OF WASHINGTON) ss.

I, Lori L. Wrobel, do hereby certify that the above-mentioned person appeared before me this day, and acknowledged that this Assignment was signed and delivered as the free and voluntary act of said person on behalf of the identified limited liability company with authority to do so, for the uses and purposes therein set forth.

Given under my hand and seal this 22 day of July, 2009

Lori L. Wrobel
Notary Public Expires July 29, 2012
TRADEMARK

SCHEDULE A

U.S.

Mark	Country	App. No.	Reg. No.
ADVANCED PERFORMANCE	US	78/186401	2953147
BASIC INGREDIENTS	US	74/381764	1866139
HOUSEWORKS	US	73/590896	1422895
HOUSEWORKS	US	76/361726	2807174
HOUSEWORKS	US	78/319689	2953674
OJEX	US	75/769891	2448401
ORANGEX	US	75/360962	2465948
PROFESSIONAL PERFORMANCE	US	74/382728	1899459
RUB-A-WAY	US	78/474781	3011216
TEARDROP-SHAPED UTENSIL HANDLE	US	75/824836	2513975
WHEAT PATTERN (COLANDER)	US	76/230249	2745904
WHEAT PATTERN (UTENSIL)	US	75/490921	2334481

FOREIGN

Mark	Country	App. No.	Reg. No.
HOUSEWORKS	China	6584314	
ORANGEX	China	6584315	