

TRADEMARK ASSIGNMENT

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03/22/2010
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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
Church & Dwight Co., Inc.		03/12/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	Armaly Sponge Company		
Street Address:	1900 Easy Street		
City:	Walled Lake		
State/Country:	MICHIGAN		
Postal Code:	48390		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	0866593	BRILLO	
Registration Number:	0141498	BRILLO	
Registration Number:	1919797	BRILLO	
Registration Number:	2978626	BRILLO	
Registration Number:	2618027	BRILLO	
Registration Number:	0371687	BRILLO	
Registration Number:	2701560	STRIP & SHINE	
Registration Number:	0141499	SUPREME	
Serial Number:	77857548	BRILLO	
Serial Number:	77895691	BRILLO	
Serial Number:	77857561	BRILLO	
CORRESPONDENCE DATA			
Fax Number:	(734)985-1777		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			

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Email: patent@butzel.com
Correspondent Name: Christopher A. Mitchell
Address Line 1: 350 S. Main Street, Ste. 300
Address Line 4: Ann Arbor, MICHIGAN 48104

ATTORNEY DOCKET NUMBER:	ARMALY SPONGE
NAME OF SUBMITTER:	Christopher A. Mitchell
Signature:	/Christopher A. Mitchell/
Date:	03/22/2010
Total Attachments: 4 source=ARMALY ASSIGNMENT#page1.tif source=ARMALY ASSIGNMENT#page2.tif source=ARMALY ASSIGNMENT#page3.tif source=ARMALY ASSIGNMENT#page4.tif	

EXECUTION VERSION

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT ("Assignment") made as of March 12, 2010, by and between CHURCH & DWIGHT CO., INC., a Delaware corporation ("Seller"), and ARMALY, LLC, a Michigan limited liability company (the "Purchaser").

WHEREAS, Seller; Armaly Sponge Company ("Parent"), Armaly and JAGCO, L.L.C. have entered into an Asset Purchase Agreement, dated as of March 1, 2010 (the "Asset Purchase Agreement"), pursuant to which, among other things, Seller has agreed to sell, assign, transfer, convey and deliver to Purchaser, and Purchaser has agreed to purchase from Seller, the trademark applications and registrations identified in Schedule A hereto, as well as any unregistered trademarks and trade dress owned by Seller and used or held for use exclusively in the conduct of the Business (collectively, "Trademarks"). Capitalized terms used but not defined in this Assignment shall have the meanings assigned to them in the Asset Purchase Agreement.

NOW, THEREFORE, in consideration of the sum of One Dollar and the mutual covenants and obligations set forth herein and in the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller does hereby sell, transfer, assign and deliver unto Purchaser the entire right, title and interest in and to the Trademarks, to be held and enjoyed by Purchaser as fully and entirely as it would have been held and enjoyed by Seller if this assignment had not been made, including all claims, demands and rights of recovery that Seller has or may have in profits and damages for past and future infringements of the Trademarks, if any, and all rights to compromise, sue for, and collect such profits and damages, together with all goodwill and the portion of the Transferred Assets associated therewith.

Seller shall execute such individual confirmatory assignment deeds, change of name or address certificates or other documents prepared by Purchaser, at Purchaser's expense, necessary for the effectuation or recordation of this Assignment.

This Assignment shall be effective as of the date first above written.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be executed and delivered as of the date first written above.

CHURCH & DWIGHT Co., INC.

By: Matthew J. Furel
Name:
Title: CEO

[Signature Page to Assignment of Trademarks]

STATE OF New Jersey)
)
) SS
)
 COUNTY OF Mercer)

BEFORE ME, the undersigned authority, a Notary Public in and for said County and State, on this day personally appeared Matthew Farrell, the CEO of Church and Dwight Co., Inc., known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of such Corporation, and that such person executed the same for and as the act of such Corporation for the purposes and consideration therein expressed and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this 12th day of March, 2010.

Karen L. Skochen
 Name:
 Notary Public



[Signature Page to Assignment of Trademarks]

SCHEDULE A
TRADEMARKS

United States	BRILLO	Registered	72/300,881	20-Jun-1968	866,593
United States	BRILLO	Registered	71/137,998	06-Oct-1920	141,498
United States	BRILLO	Registered	74/508,905	04-Apr-1994	1,919,797
United States	BRILLO	Registered	78/229,140	24-Mar-2003	2,978,626
United States	BRILLO (and sunburst design)	Registered	76/330,988	29-Oct-2001	2,618,027
United States**	BRILLO	Registered	71/418,807	28-Apr-1939	371,687
United States**	BRILLO	Allowed	77/657,546	27-Jan-2009	
United States**	BRILLO	Allowed	77/695,691	20-Mar-2009	
United States**	BRILLO (and sunburst design)	Allowed	77/657,561	27-Jan-2009	
United States	STRIP & SHINE	Registered	76/355,521	03-Jan-2002	2,701,560
United States	SUPREME	Registered	71/138,000	06-Oct-1920	141,499
* S.C. Johnson has an exclusive license to use the BRILLO trademark in this jurisdiction.					
** Application was filed in connection with a license agreement or proposed license agreement; or registration covers licensed goods.					
*** Registration number will change when renewal certificate is issued.					

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