

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
BG PRODUCTS, INC. HOLDING COMPANY	FORMERLY BG PRODUCTS, INC.	09/10/2010	CORPORATION: KANSAS

RECEIVING PARTY DATA

Name:	BG INTELLECTUALS, INC.
Street Address:	740 S. Wichita
City:	Wichita
State/Country:	KANSAS
Postal Code:	67213
Entity Type:	CORPORATION: KANSAS

PROPERTY NUMBERS Total: 32

Property Type	Number	Word Mark
Registration Number:	1030422	BG
Registration Number:	1321723	FRIGI-QUIET
Registration Number:	1472755	FRIGI-FLUSH
Registration Number:	1489000	FRIGI-FRESH
Registration Number:	1593771	MOA
Registration Number:	1618263	44K
Registration Number:	1629774	"COOL'R CLEAN'R"
Registration Number:	1669964	COOL'R CLEAN'R
Registration Number:	1698527	WEAR TREND PLUS
Registration Number:	1730195	INJECT-A-FLUSH
Registration Number:	1743845	SHEAR POWER
Registration Number:	1748069	MGC
Registration Number:	1766493	CLASS ACT
Registration Number:	1787722	BG SUPERCHARGE

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Registration Number:	1849766	SYNCRO SHIFT
Registration Number:	2044515	TDC
Registration Number:	2061992	MI 3000
Registration Number:	2070537	ISC
Registration Number:	2311207	BG SUPERCHARGE II
Registration Number:	2434272	BIG DAWG
Registration Number:	2506618	FRIGI-CLEAN
Registration Number:	2541154	BIG DAWG
Registration Number:	2582902	FOR THE LIFE OF YOUR ENGINE
Registration Number:	2650835	MAINTENANCE AWARENESS PROGRAM
Registration Number:	2804039	BG ON THE ROAD
Registration Number:	2935764	UNIVERSAL SUPER COOL
Registration Number:	2941312	BGFINDASHOP.COM
Registration Number:	2947354	WAKE RUNNER
Registration Number:	3180772	CF5
Registration Number:	3180770	POWER ENHANCER
Registration Number:	3379033	FRIGI-CHARGE
Registration Number:	3487992	INJECT-A-FLUSH

CORRESPONDENCE DATA

Fax Number: (816)421-5547
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 816-474-6550
Email: tdunkin@shb.com
Correspondent Name: Clinton G. Newton - Shook, Hardy & Bacon
Address Line 1: 2555 Grand Blvd.
Address Line 4: Kansas City, MISSOURI 64108

ATTORNEY DOCKET NUMBER:	BGPI.67282
NAME OF SUBMITTER:	Tammy Dunkin
Signature:	/Tammy Dunkin/
Date:	09/20/2010

Total Attachments: 2
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ASSIGNMENT

WHEREAS, BG PRODUCTS, INC. HOLDING COMPANY f/k/a BG PRODUCTS, INC., a corporation duly organized under the laws of the State of Kansas, and having its principal place of business at 740 S. Wichita, Wichita, County of Sedgwick, and State of Kansas (67213), is the owner of the following marks and United States Trademark Registrations therefore:

Reg. No.	Word Mark
1,030,422	BG
1,321,723	FRIGI-QUIET
1,472,755	FRIGI-FLUSH
1,489,000	FRIGI-FRESH
1,593,771	MOA
1,618,263	44K
1,629,774	"COOL'R CLEAN'R"
1,669,964	COOL'R CLEAN'R
1,698,527	WEAR TREND PLUS
1,730,195	INJECT-A-FLUSH
1,743,845	SHEAR POWER
1,748,069	MGC
1,766,493	CLASS ACT
1,787,722	BG SUPERCHARGE
1,849,766	SYNCRO SHIFT
2,044,515	TDC
2,061,992	MI 3000
2,070,537	ISC
2,311,207	BG SUPERCHARGE II
2,434,272	BIG DAWG
2,506,618	FRIGI-CLEAN
2,541,154	BIG DAWG
2,582,902	FOR THE LIFE OF YOUR ENGINE
2,650,835	MAINTENANCE AWARENESS PROGRAM
2,804,039	BG ON THE ROAD
2,935,764	UNIVERSAL SUPER COOL
2,941,312	BGFINDASHOP.COM
2,947,354	WAKE RUNNER
3,180,770	POWER ENHANCER
3,180,772	CF5
3,379,033	FRIGI-CHARGE
3,487,992	INJECT-A-FLUSH

WHEREAS, BG INTELLECTUALS, INC., a corporation duly organized under the laws of the State of Kansas, and having its principal place of business at 740 S. Wichita, Wichita, County of Sedgwick, and State of Kansas, is desirous of acquiring said marks and associated Trademark Registrations;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, including consideration previously transferred, the receipt and sufficiency of which are hereby acknowledged, BG PRODUCTS, INC. HOLDING COMPANY f/k/a BG PRODUCTS, INC. has sold, assigned and transferred, and by these presents does sell, assign and transfer unto said BG INTELLECTUALS, INC. the full and exclusive right, title and interest, throughout the world, in and to the said marks, together with the good will of the business symbolized by the marks, and the above identified Registrations thereof, and the right to recover for any past infringement of said marks.

EXECUTED this 10 day of September, 2010.

BG PRODUCTS, INC. HOLDING COMPANY
f/k/a BG PRODUCTS, INC.

By Galen R. Myers
Name: Galen R. Myers
Title: President

STATE OF KANSAS:

COUNTY OF Sedgwick : ss.

On this 10 day of September, 2010, before me personally appeared Galen R. Myers, to me known to be the person described in, and who executed, the foregoing instrument, and he duly acknowledged to me that he executed the same for uses and purposes therein set forth.



Randi Baird Hensley
Notary Public

SEAL

My Commission Expires: 3/3/2014