

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
PERSONAL CARE PRODUCTS, INC.		12/03/2010	CORPORATION: MICHIGAN

RECEIVING PARTY DATA

Name:	PERSONAL CARE PRODUCTS, LLC
Street Address:	800 Nicollet Mall, Suite 1150
Internal Address:	c/o Stone Arch Capital, LLC
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55402
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	1498214	KRYSTAL KLEEN
Registration Number:	3646372	KRYSTAL KLEEN
Registration Number:	1833599	FAMILY CHOICE
Registration Number:	2816740	ORGANICALLY YOURS
Registration Number:	2964706	POWER HOUSE
Registration Number:	3301688	PERSONAL CARE
Registration Number:	3568965	AHP AMERICAN HOUSEHOLD PRODUCTS
Registration Number:	3479656	PERSONAL CARE
Registration Number:	3403416	SCORE
Serial Number:	85057448	AQUAMARINE
Serial Number:	85094469	ULTRA VALUE
Serial Number:	85137267	NATURAL ESSENCE

CH \$315.00 1498214

CORRESPONDENCE DATA

Fax Number: (612)371-3207
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 612 371 3211
Email: TMG@LINDQUIST.COM
Correspondent Name: Lindquist & Venum P.L.L.P.
Address Line 1: 80 South Eighth Street, 4200 IDS Center
Address Line 2: Connie Heikkila
Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	513901.0009
NAME OF SUBMITTER:	Connie R. Heikkila
Signature:	/connierheikkila/
Date:	12/08/2010
Total Attachments: 4 source=PERSONAL CARE_1#page1.tif source=PERSONAL CARE_1#page2.tif source=PERSONAL CARE_1#page3.tif source=PERSONAL CARE_1#page4.tif	

INTELLECTUAL PROPERTY ASSIGNMENT

December 7, 2010

WHEREAS, Personal Care Products, Inc., a Michigan corporation ("Assignor"), is the owner of those certain trademarks, trademark registrations and trademark applications (the "Marks") listed on Exhibit A attached hereto; and

WHEREAS, Personal Care Products, LLC, a Delaware limited liability company ("Assignee"), desires to acquire the Marks and registrations thereof; and

WHEREAS, Assignee is a successor to the business of Assignor to which the Marks and the registrations pertain, which business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration as stated in the Asset Purchase Agreement dated the date hereof by and among Assignee, Assignor, and the shareholders of Assignor, the sufficiency and receipt of which is hereby acknowledged:

1. Assignor hereby assigns and transfers to Assignee all of its right, title and interest in and to the Marks, including all registrations and applications to register the Marks, together with the goodwill of the business connected with the use of and symbolized by the Marks.
2. Assignor further sells, assigns and transfers to Assignee all of its right, title and interest in and to all claims for damages, accounting of profit and all other legal remedies by reason of past infringement of any of the Marks, with the right to sue and collect the same.
3. Assignor covenants and agrees with Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by Assignor and that full right to convey the same as herein expressed is possessed by Assignor.
4. Assignor agrees that it will, upon reasonable request, do such things and execute such further documents as are reasonably necessary to vest title to the Marks in Assignee, its successors, assigns and legal representatives or nominees, and to enforce such rights.
5. This assignment and all the terms hereof shall inure to the benefit of and be binding upon the parties hereto and their respective successors, assigns and legal representatives.

* * * * *

IN WITNESS WHEREOF, Assignor has caused this Intellectual Property Assignment to be executed effective as of the date first set forth above.

ASSIGNOR:

PERSONAL CARE PRODUCTS, INC.

By: Lawrence Weisberg
Lawrence Weisberg
Its: President

STATE OF MI)

COUNTY OF OKLAHOMA)

On this 3rd day of DECEMBER 2010, personally appeared Lawrence Weisberg, the President of Personal Care Products, Inc., a Michigan corporation, and acknowledged that he executed the foregoing Intellectual Property Assignment as his free act and deed.

Lytanya Lester
Notary Public

Lytanya Lester
Notary Public
Oakland County, MI
My Comm. Expires: 01/22/2016
Acting in the County of OKLAHOMA

5514

[Signature page to Intellectual Property Assignment]

EXHIBIT A TO INTELLECTUAL PROPERTY ASSIGNMENT

Registered Trademarks:

Mark	Issue Date	Registration Number	Status	Country
KRYSTAL KLEEN	8/2/1988	1,498,214	Issued.	US
KRYSTAL KLEEN	6/30/2009	3,646,372	Issued.	US
FAMILY CHOICE	5/3/1994	1,833,599	Issued.	US
ORGANICALLY YOURS	2/24/2004	2,816,740	Issued.	US
POWER HOUSE	7/5/2005	2,964,706	Issued.	US
PERSONAL CARE	10/2/2007	3,301,688	Issued.	US
AHP AMERICAN HOUSEHOLD PRODUCTS and Design	2/3/2009	3,568,965	Issued.	US
PERSONAL CARE and Design	8/5/2008	3,479,656	Issued.	US
SCORE	3/25/2008	3,403,416	Issued.	US
PERSONAL CARE CORN STARCH BABY POWDER and Design	6/12/2008	176050	Issued.	COSTA RICA
PERSONAL CARE SHOWER AND BATH POWER and Design	6/12/2008	176049	Issued.	COSTA RICA

Trademark Applications:

Mark	Filing Date	Serial Number	Status	Country
AQUAMARINE	6/8/2010	85/057,448	Pending.	US
ULTRA VALUE	7/28/2010	85/094,469	Pending.	US
NATURAL	9/24/2010	85/137,267	Pending.	US

ESSENCE				
PERSONAL CARE BABY SHAMPOO	7/5/2007	2007-9693		COSTA RICA

DOCS-#3358665-v3

RECORDED: 12/08/2010

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REEL: 004427 FRAME: 0830