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
Saramar, LLC		01/02/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Nakoma Products, LLC
Street Address:	1300 North Street
City:	Coal City
State/Country:	ILLINOIS
Postal Code:	60416
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	0818930	BEHOLD
Registration Number:	3108219	DUST GONE, MOVE ON
Registration Number:	3181834	DUST GONE, MOVE ON
Registration Number:	2067657	ENDUST
Registration Number:	2293162	ENDUST
Registration Number:	2309332	ENDUST
Registration Number:	3285729	ENDUST
Registration Number:	3365685	ENDUST
Registration Number:	0585415	ENDUST
Registration Number:	3867181	ENDUST
Registration Number:	3294860	SPRAY ON, WIPE OFF, MOVE ON

CH $290.00 0818930

CORRESPONDENCE DATA

Fax Number: (312)750-6493

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone:	312-269-8000
Email:	ekostiuk@ngelaw.com
Correspondent Name:	Neal, Gerber & Eisenberg LLP
Address Line 1:	Two North LaSalle Street, Suite 1700
Address Line 4:	Chicago, ILLINOIS 60602

ATTORNEY DOCKET NUMBER:	022103.0005
NAME OF SUBMITTER:	Elizabeth A. Kostiuk
Signature:	/Elizabeth A. Kostiuk/
Date:	01/12/2011

Total Attachments: 5
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EXECUTION VERSION

TRADEMARK ASSIGNMENT

WHEREAS, this Trademark Assignment is made and entered into this 2nd day of January, 2011, by and between Saramar, LLC, a Delaware limited liability company with an address at 3500 Lacey Road, Downers Grove, Illinois 60515 ("Assignor") and Nakoma Products, LLC, an Illinois limited liability company with an address at 1300 North Street, Coal City, Illinois 60416 ("Assignee");

WHEREAS, Assignor has adopted, used, is using and is the owner of the trademarks, and any applications and registrations therefor, listed on Schedule A attached hereto (the "Marks");

WHEREAS, in connection with the transactions contemplated in that certain Asset Purchase Agreement dated December 25, 2010, by and among Assignor, Sara Lee Corporation, a Maryland corporation, and Assignee and CA Acquisition, LLC d/b/a Chicago Aerosol, an Illinois limited liability company, Assignor wishes to assign and Assignee is desirous of acquiring said Marks, together with the applications and registrations therefor and the goodwill of the business associated therewith;

NOW, THEREFORE, in consideration of the payment of Ten Dollars ($10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in, to and under said Marks, and any other interest Assignor may have in ENDUST and BEHOLD marks not specifically listed on Schedule A throughout the world, and the applications therefor and any registrations resulting therefrom, together with the goodwill of the business connected with the use of and symbolized by the Marks, and together with all causes of action for infringement of the Marks.

Assignor further covenants that it will at any time, upon reasonable request, execute and deliver any further assignments or other documents to carry out the purposes of this Agreement, without further consideration or fees being paid by ASSIGNEE to ASSIGNOR; provided, however, that ASSIGNOR shall not be required to incur any costs or expenses, including, without limitation, any filing or registration fees, in connection therewith.

IN TESTIMONY WHEREOF, Assignor has caused this Trademark Assignment to be signed and executed by its undersigned duly authorized officer.

SARAMAR, LLC

By _____

Name: Mark Silver
Title: Vice President and Assistant Secretary
Date: December 31, 2010

ACKNOWLEDGMENT

STATE OF ILLINOIS)
) :SS
COUNTY OF DUPAGE)

Be it remembered that on this 31st day of December, 20 10, before me, the subscriber, a Notary Public authorized to take acknowledgements and proofs in said county and state, personally appeared Mark Silver, an individual, to me known, who being by me duly sworn according to law, on his/her oath does depose and make proof of my satisfaction that he/she was at the time of the execution thereof the assignor in the foregoing instrument; and that he/she signed and delivered as his/her voluntary act and deed.

_____
Notary Public

OFFICIAL SEAL
FILOMENA Y TROMBINO
NOTARY PUBLIC - STATE OF ILLINOIS
MY COMMISSION EXPIRES:09/19/14

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SCHEDULE A

Image	Trademark/ Design Name	Country	Appl. Number Reg. Number	Status	Classes	Owner	Priority Date Filing Date	Registration Date Due Date – Action Due
	BEHOLD	United States of America	72-229056 ---------- 818930	Registered	03	Saramar, L.L.C.	Jul-23-1965 ---------- Oct-01-1965	Nov-22-1966 ---------- Nov-22-2016, Next Renewal
	DUST GONE, MOVE ON	United States of America	78/598885 ---------- 3108219	Registered	03	Saramar, L.L.C.	Mar-31-2005 ---------- Mar-31-2005	Jun-20-2006 ---------- Jun-20-2012, Aff of Use – 6 Year Jun-20-2016, First Renewal
	DUST GONE, MOVE ON	United States of America	78/598884 ---------- 3181834	Registered	21	Saramar, L.L.C.	Mar-31-2005 ---------- Mar-31-2005	Dec-05-2006 ---------- Dec-05-2012, Aff of Use – 6 year Dec-05-2016, First Renewal
	ENDUST	United States of America	74/652804 ---------- 2067657	Renewed	03	Saramar, L.L.C.	Mar-29-1995 ---------- Mar-29-1965	Jun-03-1997 ---------- Jun-03-2017, Next Renewal
	ENDUST	United States of America	75/277424 ---------- 2293162	Renewed	16	Saramar, L.L.C.	Apr-18-1997 ---------- Apr-18-1997	Nov-16-1999 ---------- Nov-16-2019, Next Renewal
	ENDUST	United States of America	75/640239 ---------- 2309332	Renewed	03	Saramar, L.L.C.	Jul-16-1997 ---------- Feb-12-1999	Jan-18-2000 ---------- Jan-18-2020, Next Renewal
	ENDUST	United States of America	78/772175 ---------- 3285729	Registered	21	Saramar, L.L.C.	Jun-02-2005 ---------- Dec-13-2005	Aug-28-2007 ---------- Aug-28-2013 Aff of Use – 6 year Aug-28-2017, First Renewal

Image	Trademark/ Design Name	Country	Appl. Number Reg. Number	Status	Classes	Owner	Priority Date Filing Date	Registration Date Due Date – Action Due
	ENDUST	United States of America	78/772159 ---------- 3365685	Registered	03	Saramar, L.L.C.	Apr-25-1952 ---------- Dec-13-2005	Jan-08-2008 ---------- Jan-08-2014, Aff of Use – 6 Year Jan-08-2018, First Renewal
	ENDUST	United States of America	71/629094 ---------- 585415	Renewed	04	Saramar, L.L.C.	Apr-25-1952 ---------- May-02-1952	Feb-09-1954 ---------- Feb-09-2014, Next Renewal
	ENDUST	United States of America	77/963475 ---------- 3867181	Registered	07	Saramar, LLC	---------- Mar-19-2010	Oct-26-2010 ---------- Oct-26-2016
	SPRAY ON, WIPE OFF, MOVE ON	United States of America	78/598890 ---------- 3294860	Registered	03	Saramar, L.L.C.	Mar-31-2005 ---------- Mar-31-2005	Sep-18-2007 ---------- Sep-18-2017, First Renewal Sep-18-2012, Aff of Use – 5 Year Sep-18-2013, Aff of Use – 6 Year Sep-18-2010, Use

Image	Trademark/ Design Name	Country	Class Type*	Appl. Number Reg. Number	Status	Classes	Owner	Priority Date Filing Date	Registration Date Due Date – Action Due
	BEHOLD	Australia	ORD	---------- 202351	Renewed	03	Saramar, L.L.C.	May-24-1966 ----------	May-24-1966 ---------- May-24-2021, Next Renewal
	BEHOLD	New Zealand	ORD	---------- 81169	Registered	03	Saramar, L.L.C.	May-23-1966 ----------	May 23, 1966 Sep-21-1967 - sealing date ---------- May-23-2015, Next Renewal
	ENDUST	Australia	ORD	---------- 198076	Renewed	03	Saramar, L.L.C.	Oct-20-1965 ----------	Oct-20-1965 ---------- Oct-20-2020, Next Renewal
	ENDUST	New Zealand	ORD	228145 ---------- 228145	Registered	03	Saramar, L.L.C.	Jun-30-1993 ---------- Jun-30-1993	Oct-28-1996 ---------- Jun-30-2014, Next Renewal