

S. C. JOHNSON &amp; SON, INC. COMPANY: 1525 HOWE STREET

## 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
Kelly Pioneer Group LLC		12/02/2010	LIMITED LIABILITY District COMPANY: of Columbia
RECEIVING PARTY DATA			
Name:	S. C. Johnson & Son, Inc.		
Street Address:	1525 Howe Street		
City:	Racine		
State/Country:	WISCONSIN		
Postal Code:	53403		
Entity Type:	CORPORATION: Wisconsin		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3527252	SUNNY DAY SOY CANDLES	
CORRESPONDENCE DATA			
Fax Number:	(262)260-4253		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	262/260-1946		
Email:	B050994@scj.com		
Correspondent Name:	S. C. Johnson & Son, Inc.		
Address Line 1:	1525 Howe Street		
Address Line 4:	Racine, WISCONSIN 53403		
ATTORNEY DOCKET NUMBER:	061213		
NAME OF SUBMITTER:	Melinda M. Mitchell		
Signature:	/Melinda M. Mitchell/		
Date:	12/15/2010		

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S. C. JOHNSON & SON, INC. COMPANY: 1525 HOWE STREET

**Total Attachments: 3**

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S. C. JOHNSON & SON, INC. COMPANY:1525 HOWE STREET

### ASSIGNMENT OF TRADEMARKS

This Assignment is made this 2nd day of December, 2010, by KELLY PIONEER GROUP, LLC, a District of Columbia Corporation, with a business address of 501 Pennsylvania Avenue, N.W., Suite 900, Washington, DC 20004 (hereinafter "ASSIGNOR"), and S. C. JOHNSON & SON, INC., a Wisconsin corporation, with a business address of 1525 Howe Street, Racine, Wisconsin, 53403, (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trademarks, the trademark applications and the trademark registrations identified in the attached Schedule A (hereinafter the "MARKS"); and

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of the ASSIGNOR'S right, title and interest in and to the MARKS, together with the goodwill of the businesses appurtenant thereto and symbolized thereby, and in and to all rights under said MARKS.

NOW, THEREFORE, for other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, sell, transfer, grant and convey to ASSIGNEE, its successors and assigns, any and all of the ASSIGNOR'S right, title interest in and to the MARKS, together with the goodwill of the businesses appurtenant thereto and symbolized thereby and the right to sue and recover damages for past infringements thereof.

ASSIGNOR binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to ASSIGNEE, its successors and assigns, any further documents or instruments and to perform any and all further acts that may be necessary to vest in ASSIGNEE, its successors and assigns, the title herein conveyed, or intended so to be.

ASSIGNOR further assigns to ASSIGNEE, its successors and assigns, all claims for damages by reason of past infringement of the MARKS and the right to bring or maintain suit at law and equity for past infringement of the MARKS and to retain for the

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benefit of ASSIGNEE, all damages or settlements arising from said past infringement, effective as of the date of this Assignment.

In testimony whereof, I have hereunto set my hand and seal this 7<sup>th</sup> day of December, 2010.

ASSIGNOR

KELLY PIONEER GROUP, LLC

By: [Signature]  
Francis A. Kelly  
Its: President

ASSIGNEE

S. C. JOHNSON & SON, INC.

By: [Signature] RR  
Gary J. Abkwickas  
Its: Secretary MM

S. C. JOHNSON & SON, INC. COMPANY: 1525 HOWE STREET

**SCHEDULE A**

**SUNNY DAY SOY CANDLES** in International Class 4 U.S. Reg. No. 3527252  
For: scented candles

#1

01-18-2011