

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Novel Wash Co., Inc.		01/14/2011	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Novel Wash Co., Inc.		
<b>Street Address:</b>	3100 East Hennepin Avenue		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55413		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1771009	NOVEL WASH	
<b>Registration Number:</b>	2074784	SUN BRITE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)766-1600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	612-766-8178		
<b>Email:</b>	cbaraloto@faegre.com		
<b>Correspondent Name:</b>	Cathleen F. Baraloto, Esq.		
<b>Address Line 1:</b>	90 South Seventh Street		
<b>Address Line 2:</b>	2200 Wells Fargo Center		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402-3901		
<b>ATTORNEY DOCKET NUMBER:</b>	PROJECT TWAIN		
<b>NAME OF SUBMITTER:</b>	Cathleen F. Baraloto		
<b>Signature:</b>	/Cathleen F. Baraloto/		

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**TRADEMARK**  
 REEL: 004469 FRAME: 0685

Date:

02/08/2011

Total Attachments: 2

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## Trademark Assignment

THIS ASSIGNMENT is made and entered into this 14<sup>th</sup> day of January, 2011, by Novel Wash Co., Inc., a Missouri corporation ("Assignor"), and Novel Wash Co., Inc., a Minnesota corporation, with a principal place of business at 3100 East Hennepin Avenue, Minneapolis, MN 55413 ("Assignee").

Assignor is the owner of the trademarks set forth on the attached Schedule A ("Marks"), and pursuant to an Asset Purchase Agreement dated January 10, 2011, has agreed to assign all rights, title and interest in and to, and to the use of, the Marks and United States registration and applications for registration of said Marks identified in Schedule A.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby transfer, assign and sell to Assignee all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, all registrations and applications for registration of the Marks, including those specifically identified in Schedule A, and all claims for damages by reason of past infringement of the Marks, including all rights therein provided by international conventions and treaties, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

**NOVEL WASH CO., INC.**

By:   
Name: Lee F. Moisió  
Title: President, Chief Executive Officer

**SCHEDULE A**

**Mark**

**Reg. No.**

Novel Wash and Design

1771009

Sun Brite and Design

2074784