

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/22/2010

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Maytag Corporation		12/22/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Maytag Properties, LLC
Street Address:	500 Renaissance Drive
Internal Address:	Suite 101
City:	St. Joseph
State/Country:	MICHIGAN
Postal Code:	49085
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	85191118	MAYTAG
Serial Number:	85163274	QUENCH ESSENTIALS

CORRESPONDENCE DATA

Fax Number: (312)616-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-616-5600
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ATTORNEY DOCKET NUMBER: 271125

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**TRADEMARK
 REEL: 004489 FRAME: 0129**

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NAME OF SUBMITTER:	Tamara A. Miller
Signature:	/Tamara A. Miller/
Date:	03/02/2011
Total Attachments: 2 source=Nunc Pro Tunc US Assignment#page1.tif source=Nunc Pro Tunc US Assignment#page2.tif	

**NUNC PRO TUNC ASSIGNMENT OF
INTENT-TO-USE TRADEMARK APPLICATIONS**

WHEREAS, Maytag Corporation (Assignor), a Delaware corporation, having its principal offices at 2000 North M-63, Benton Harbor, Michigan 49022 has applied for the following intent-to-use trademark applications in the United States Patent and Trademark Office:

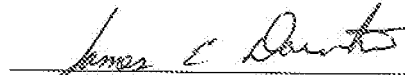
<u>Mark</u>	<u>Application No.</u>	<u>Date of filing</u>
MAYTAG	85191118	December 6, 2010
QUENCH ESSENTIALS	85163274	October 28, 2010

WHEREAS, Maytag Properties, LLC (Assignee), a Michigan limited liability company, having its principal place of business at 500 Renaissance Drive, Suite 101, St. Joseph, Michigan 49085 is the successor to that portion of the business to which said marks pertain, and said business is ongoing and existing and Assignee is desirous of acquiring said marks and their application[s] therefor;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said marks, together with the goodwill and that portion of the business relating to said marks and the applications therefor, and including all common-law and other rights in said marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said marks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on the 22nd day of December, 2010.

Maytag Corporation



By: James E. Darnton

Title: Vice President