

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lake Consumer Products, Inc.		02/23/2011	CORPORATION: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Peninsula Fund IV Limited Partnership		
<b>Street Address:</b>	535 Griswold Street		
<b>Internal Address:</b>	Suite 2050		
<b>City:</b>	Detroit		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48226		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3842339	VH ESSENTIALS	
<b>Registration Number:</b>	3677394	ME AGAIN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)298-8097		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	4142988230		
<b>Email:</b>	asmyczek@reinhartlaw.com		
<b>Correspondent Name:</b>	Alec Smyczek		
<b>Address Line 1:</b>	1000 N. Water St.		
<b>Address Line 2:</b>	Suite 1700		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	097250-0017		
<b>NAME OF SUBMITTER:</b>	Alec Smyczek		

**CH \$65.00 3842339**

**900185619**

**TRADEMARK  
 REEL: 004491 FRAME: 0554**

Signature:	/Alec Smyczek/
Date:	03/06/2011
Total Attachments: 9 source=1st Security Agreement#page1.tif source=1st Security Agreement#page2.tif source=1st Security Agreement#page3.tif source=1st Security Agreement#page4.tif source=1st Security Agreement#page5.tif source=1st Security Agreement#page6.tif source=1st Security Agreement#page7.tif source=1st Security Agreement#page8.tif source=1st Security Agreement#page9.tif	

## TRADEMARK ASSIGNMENT AND SECURITY AGREEMENT

THIS TRADEMARK ASSIGNMENT AND SECURITY AGREEMENT (this "Agreement") is made as of February 23, 2011 (the "Effective Date"), by and between Lake Consumer Products, Inc., a Nevada corporation ("Debtor"), and The Peninsula Fund IV Limited Partnership, a Delaware limited partnership ("Secured Party").

### RECITALS

WHEREAS, the Debtor is the owner of certain trademark registrations, trademark applications, and/or common law trademarks (herein referred to as the "Trademarks"); and

WHEREAS, the Debtor is a wholly-owned subsidiary of Wisconsin Pharmacal Company, LLC, a Wisconsin limited liability company (the "Parent"); and

WHEREAS, the Parent has entered into a Note Purchase Agreement dated as of January 14, 2009 (as amended and in effect from time to time, the "Note Agreement"), with the Secured Party, pursuant to which the Secured Party, subject to the terms and conditions contained therein, is to make loans or otherwise extend credit to the Parent; and

WHEREAS, the Debtor has entered into an Amended and Restated Joinder Agreement dated as of the date hereof, pursuant to which the Debtor (i) became a party, as if an original signatory thereto, to the Note Agreement, (ii) acknowledged and agreed that the Debtor is jointly and severally obligated to pay the Senior Subordinated Obligations (as defined in the Note Agreement) when due in accordance with the terms of the Note Agreement, and (iii) guaranteed the performance and observance within any grace period applicable thereto of each and every term, covenant or agreement set forth in the Note Agreement or the Other Agreements (as defined in the Note Agreement); and

WHEREAS, it is a condition precedent to the Secured Party's making any loans or otherwise extending credit to the Parent under the Note Agreement that the Debtor execute and deliver to the Secured Party a trademark assignment and security agreement in substantially the form hereof; and

WHEREAS, the Debtor wishes to grant security interests in favor of the Secured Party as herein provided.

### AGREEMENT

NOW, THEREFORE, for valuable consideration, the recipient and sufficiency of which is hereby acknowledged, and in consideration of the covenants and agreements set forth herein, Debtor and Secured Party mutually agree as follows:

1. Definitions of Trademarks. The term "Trademarks" shall mean those trademark registrations, trademark applications, and/or common law trademarks listed in Appendix A attached hereto and made a part hereof, as well as: (a) all common law rights therein; (b) all goodwill associated therewith; (c) all renewals thereof; (d) all rights of action, powers and

benefits accrued thereto, including the right to sue for and collect damages and payments for past or future infringements thereof.

2. Definitions. Except as to those terms otherwise defined in this Agreement, all capitalized terms used in this Agreement shall have the respective meanings ascribed to them in the Note Agreement.

3. Security Interest in and Assignment of the Assigned Trademarks. In order to secure the due and punctual payment and the performance of the Senior Subordinated Obligations (collectively referred to herein as the "Obligations"), the Debtor hereby grants to the Secured Party a continuing security interest in and to, and hereby sells, assigns, and transfers to Secured Party, all of Debtor's right, title and interest in and to the Trademarks. The security interest and assignment of the Trademarks granted by Debtor to Secured Party in this Agreement is granted free and clear of all leases, liens, security interests, rights of first refusal, options or similar restrictions, except for the Liens in favor of the Senior Lender under the Senior Loan Documents. The security interests granted and the assignment made pursuant to this Section 3 are for security purposes only.

4. Use of Trademark. Notwithstanding anything to the contrary contained herein, unless an Event of Default (as defined in the Note Agreement) has occurred and is continuing, the Debtor may continue to exploit, license, use, enjoy and protect the Trademarks and the Secured Party shall from time to time promptly execute and deliver, upon written request of the Debtor, any and all instruments, certificates or other documents, in the form so requested, necessary or appropriate in the reasonable judgment of the Debtor to enable the Debtor to continue to exploit, license, use, enjoy and protect the Trademarks.

5. Filing of Financing Statements and Other Instruments. The Debtor: (i) will, at its expense, execute, deliver, file and record (in such manner and form as the Secured Party shall reasonably require), or permit the Secured Party to file and record, such financing statements, assignments, continuation statements and other instruments and documents (including without limitation this Agreement) in such offices (including without limitation the United States Patent and Trademark Office and the United States Copyright Office) as the Secured Party may reasonably deem necessary or appropriate in order to perfect and preserve the rights and interests granted to the Secured Party hereunder; (ii) hereby authorizes the Secured Party to file and record such instruments and documents and any other instruments or documents related thereto without the signature of the Debtor where permitted by law; and (iii) agrees to do such further acts and things, and to execute and deliver to the Secured Party such additional instruments and documents, as the Secured Party may reasonably require to carry into effect the purposes of this Agreement or to better assure and confirm unto the Secured Party its respective rights, powers and remedies hereunder; provided, however, that the Secured Party shall give the Debtor notice of any action taken or to be taken by the Secured Party pursuant to this Section 5. All of the foregoing are to be at the sole cost of the Debtor. Any costs of the foregoing incurred by the Secured Party shall be payable by the Debtor within five (5) days of demand by the Secured Party, and shall constitute so much additional Obligations. The Debtor hereby appoints the Secured Party as the Debtor's attorney-in-fact to execute and file, in the name and on behalf of the Debtor, any additional financing statements as the Secured Party may reasonably request.

6. Representations and Warranties. Debtor expressly represents and warrants that:

a. Debtor owns the entire right, title and interest in and to each of the Trademarks.

b. To the knowledge of Debtor, the Trademarks do not infringe on any intellectual property rights of others in any material respect.

c. There are no claims, demands or proceedings instituted, pending or to the knowledge of Debtor, threatened in writing by any third party pertaining to or challenging Debtor's rights to the Trademarks, or the right to use such Trademarks in the Business (as such term is defined in the Note Agreement).

d. Debtor knows of no facts that would render any of the Trademarks unenforceable or subject to a third party infringement action.

e. Debtor represents that it has the power to enter into this Agreement and perform the obligations assumed hereunder.

f. The Debtor's rights in such Trademarks are and shall remain free and clear of any lien, pledge, security interest, encumbrance, license, assignment, collateral assignment or charge of any kind, including without limitation any filing of or agreement to file a financing statement as Debtor under the Uniform Commercial Code or any similar statute, except for the lien and security interest created by this Agreement and the Lien in favor of the Senior Lender under the Senior Loan Documents. Except for (i) the Trademark Assignment and Security Agreement, dated as of December 3, 2003, between the Debtor and the Senior Lender, (ii) the Trademark Assignment and Security Agreement, dated as of January 14, 2009, between the Debtor and the Senior Lender, and (iii) the Trademark Assignment and Security Agreement, dated as of May 13, 2010, between the Debtor and the Senior Lender, the Debtor has not made a previous assignment, conveyance, transfer or agreement in conflict herewith.

g. Debtor further represents and warrants to the Secured Party that Appendix A hereto, together with Appendix A to that certain Trademark Assignment and Security Agreement, dated January 14, 2009, between Debtor and Secured Party (the "Original Trademark Agreement"), accurately lists of all Trademarks owned or used by the Debtor as of the date hereof and that each of Appendix A hereto and Appendix A to the Original Trademark Agreement is true and correct with respect to the matters set forth therein as of the date hereof.

h. The Debtor has full power to grant a security interest in and assign all the Trademarks pursuant to this Agreement.

i. The Debtor has made all necessary filings and recordations to protect its interest in the Trademarks.

j. Upon filings and the acceptance thereof in the appropriate offices under the Uniform Commercial Code and in the United States Patent and Trademark Office and

the United States Copyright Office, this Agreement will create a valid and duly perfected lien and security interest in the Trademarks located in the United States subject only to the lien and security interest created by this Agreement and the Lien in favor of the Senior Lender under the Senior Loan Documents.

7. Covenants of the Debtor. The Debtor hereby covenants and agrees that:

a. The Debtor will defend the Trademarks and the security interests therein against all claims and demands of all Persons at any time claiming any adverse interest with respect thereto.

b. The Debtor will, promptly following its becoming aware thereof, notify the Secured Party of (A) any final adverse determination in any proceeding in the United States Patent and Trademark Office or United States Copyright Office with respect to any of the Trademarks or (B) the institution of any proceeding or any adverse determination in any federal, state, local or foreign court or administrative bodies regarding the Debtor's claim of ownership in or right to use any of the Trademarks, its right to register any such Trademarks or its right to keep and maintain such registration.

c. The Debtor will not sell or offer to sell or otherwise assign, transfer or dispose of, or grant any option with respect to any of the Trademarks or any interest therein (other than licenses to use the Trademarks which are granted in the ordinary course of the Debtor's business) without the prior written consent of the Secured Party.

d. The Debtor authorizes the Secured Party to modify this Agreement by amending Appendix A hereto to include any future Trademarks.

8. Grant of License to Trademarks. Without in any way limiting the scope of the lien and security interest created hereby, the Debtor hereby grants to the Secured Party an irrevocable, nonexclusive license and right to use all of the Trademarks in the processing, production, marketing, distribution or sale by the Secured Party of all or any part of its collateral for the Obligations in connection with any foreclosure or other realization on such collateral. The license and rights granted the Secured Party hereby shall be exercisable without the payment of any royalty, fee, charge or any other compensation to the Debtor or any other party. Such license and rights shall include reasonable access to all records in which any of the licensed items may be recorded or stored. Such license and rights shall be absolute and unconditional to the extent used for the purpose stated above.

9. Termination of Security Interests and Licenses; Release of Trademarks; Revival of Obligations. Upon the repayment and performance in full of all of the Obligations, the security interest and license granted to the Secured Party shall terminate and all rights in the Trademarks shall revert to the Debtor. Upon any such termination of the security interests and licenses or release of the Trademarks, the Secured Party will, at the Debtor's expense, promptly execute and deliver to the Debtor such documents as the Debtor shall reasonably request to evidence the termination of the security interests and licenses or the release of such Trademarks, as the case may be. Said execution and delivery shall include an instrument in form recordable in the United States Patent and Trademark Office or the United States Copyright Office, as the

case may be, by which the Secured Party shall terminate, release and without representation, recourse or warranty, reassign to the Debtor all rights in each Trademark, including each registration thereof and application therefor, conveyed and transferred to the Secured Party pursuant to this Agreement. If any payment applied by the Secured Party to Obligations is thereafter set aside, recovered, rescinded or required to be returned for any reason (including, without limitation, the bankruptcy, insolvency or reorganization of Debtor or any other obligor), the Obligations to which such payment was applied shall for the purposes of this Agreement be deemed to have continued in existence, notwithstanding such application, and this Agreement shall be enforceable as to such Obligations as fully as if such application had never been made, notwithstanding the surrender of any Senior Subordinated Note, termination of any financing statement, or cancellation of any instrument or document.

10. General Provisions.

a. Severability. It is expressly agreed that if any term or provision of this Agreement is invalid or unenforceable in any jurisdiction, then such provision in such jurisdiction shall be ineffective to the extent of such invalidity or unenforceability without rendering invalid or unenforceable the remaining terms and provisions of this Agreement or affecting the validity or enforceability of any of the terms or provisions of this Agreement in any other jurisdiction.

b. No Waiver. Failure of any party at any time to require performance of any provision of this Agreement shall not affect the right of any party to require full performance thereafter; a waiver by any party of a breach of any provision of this Agreement shall not constitute a modification of this Agreement or prevent that party from again enforcing such term or condition in the future with respect to subsequent events.

c. Relationship of the Parties. The relationship established between the parties by this Agreement shall be solely that of debtor and secured party. Neither party hereto shall have any right or shall attempt to enter into contracts or commitments on behalf of the other party or to bind the other party in any respect whatsoever.

d. Counterparts; Facsimile Signatures. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original and all of which together shall constitute one document. This Agreement may be signed by facsimile, and facsimile signatures shall be binding, but the parties shall provide each other with originally signed copies of the Agreement as soon as possible thereafter.

e. Captions. The captions in this Agreement are intended solely as a matter of convenience and shall be given no effect in the construction or interpretation of this Agreement.

f. Recitals. The parties agree that the recitals prior to Section 1 of this Agreement are true and correct and are hereby incorporated herein by this reference.

g. Governing Law. This Agreement shall be governed by and construed in accordance with the internal laws of the State of Wisconsin, USA.

h. Further Assurances. Upon request by Secured Party, Debtor shall take, or cause to be taken, all actions and do, or cause to be done, all things necessary, proper or appropriate to confirm Secured Party's ownership of the Trademarks and to otherwise effectuate the transactions contemplated by this Agreement.

11. Savings Clause. THE SECURED PARTY'S RIGHTS HEREUNDER ARE SUBJECT TO AND SUBORDINATE TO THE SENIOR LENDER PURSUANT TO THE AMENDED AND RESTATED SENIOR SUBORDINATION AGREEMENT DATED AS OF THE DATE HEREOF, AMONG THE DEBTOR, THE PARENT, THE SECURED PARTY AND THE SENIOR LENDER (AS AMENDED AND IN EFFECT FROM TIME TO TIME, THE "SUBORDINATION AGREEMENT"). IF THE DEBTOR'S COMPLIANCE WITH THE SUBORDINATION AGREEMENT MAKES IT IMPOSSIBLE FOR THE DEBTOR TO COMPLY WITH ANY AGREEMENT, PROMISE OR COVENANT CONTAINED HEREIN, SUCH NON-COMPLIANCE WITH THE TERMS OF THIS AGREEMENT SHALL NOT CONSTITUTE AN EVENT OF DEFAULT.

**[SIGNATURE PAGE FOLLOWS]**



IN WITNESS WHEREOF, this Agreement has been duly executed by the parties hereto as of the date first written above.

**DEBTOR:**

LAKE CONSUMER PRODUCTS, INC.

By: 

Name: Jeffrey C. Potts

Title: Chief Financial Officer

**SECURED PARTY:**

THE PENINSULA FUND IV LIMITED  
PARTNERSHIP

By: Peninsula Fund IV Management L.L.C.  
Its: General Partner

By: Peninsula Capital Partners L.L.C.  
Its: Manager

By: \_\_\_\_\_  
Scott A. Reilly  
President and Chief Investment Officer

IN WITNESS WHEREOF, this Agreement has been duly executed by the parties hereto as of the date first written above.

**DEBTOR:**

LAKE CONSUMER PRODUCTS, INC.

By: \_\_\_\_\_

Name: Jeffrey C. Potts

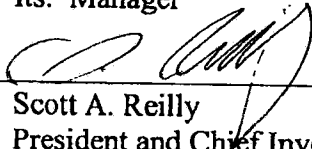
Title: Chief Financial Officer

**SECURED PARTY:**

THE PENINSULA FUND IV LIMITED  
PARTNERSHIP

By: Peninsula Fund IV Management L.L.C.  
Its: General Partner

By: Peninsula Capital Partners L.L.C.  
Its: Manager

By:   
\_\_\_\_\_  
Scott A. Reilly  
President and Chief Investment Officer

**APPENDIX A**

<b>Name of Mark</b>	<b>Registration Number</b>	<b>Registration Date</b>
VH Essentials	3,842,339	08/31/2010
Me Again	3,677,394	09/01/2009

DETROIT 28959-29 1188986v3