

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
Tana B.V.		04/04/2011	LIMITED LIABILITY COMPANY: NETHERLANDS
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	
Serial Number:	77608995	TANA	
CORRESPONDENCE DATA			
Fax Number:	(847)808-7238		
Phone:	847-808-5500		
Email:	mail@iphorgan.net		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Jeannine Rittenhouse c/o IpHorgan Ltd		
Address Line 1:	1130 Lake Cook Road		
Address Line 2:	Suite 240		
Address Line 4:	Buffalo Grove, ILLINOIS 60089		
ATTORNEY DOCKET NUMBER:	SCJ 4415 US		
NAME OF SUBMITTER:	Jeannine A Rittenhouse		
Signature:	/JAR/		

OP \$40.00 77608995

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TRADEMARK
 REEL: 004629 FRAME: 0492

Date:

09/23/2011

Total Attachments: 3

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

This Assignment is made the 4th day of April, 2011, by Tana B.V., a company organized and existing under the laws of the Netherlands, located at Vleutensevaart 100, 3532AD Utrecht, the Netherlands, (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 trademark identified in the attached Schedule A (hereinafter the "MARK"); and

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of the ASSIGNOR'S right, title and interest in and to the MARK, together with the goodwill of the entire business of the assignor or the portion of the business to which the mark pertains and is symbolized thereby, and in and to all rights under said MARK.

NOW, THEREFORE, for 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 and interest in and to the MARKS, together with the goodwill of the entire business of the assignor or the portion of the business to which the mark pertains and is 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 benefit of ASSIGNEE, all damages or settlements arising from said past infringement, effective as of the date of this Assignment.

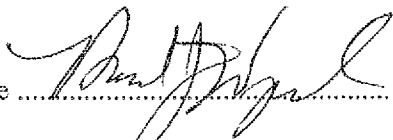
In testimony whereof, I have hereunto set my hand and seal this 2 day of Sept 2011.

ASSIGNOR Tana B.V.

Signature

Name: Sherri C. Hampel

Title: Managing Director acting jointly on behalf
of S.C. Johnson Europe B.V. in its
Capacity as Director of Tana B.V.

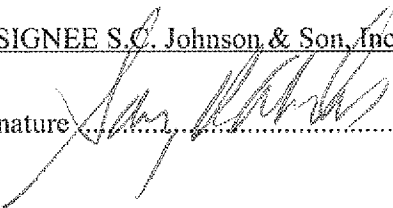
Signature 

Name: Daniel J. Wenzel

Title: Managing Director acting jointly on behalf
of S.C. Johnson Europe B.V. in its

Capacity as Director of Tana B.V.

ASSIGNEE S.C. Johnson & Son, Inc.

Signature 

Name: Gary R. Akavickas

Title: Secretary

Schedule A

Trademark	Serial Number	Filing Date
TANA	77/608995	06-Nov-08