

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/16/2009		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Excello Products, LLC		10/13/2011	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	Herman Pearl Company		
Doing Business As:	DBA DII		
Street Address:	22627 68th Ave S		
City:	Kent		
State/Country:	WASHINGTON		
Postal Code:	98032		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3091152	BRIO	
Registration Number:	0722029	EXCELLO	
CORRESPONDENCE DATA			
Fax Number:	(253)383-6377		
Phone:	(253) 383-3791		
Email:	nluna@vjglaw.com		
<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:	Neal Luna		
Address Line 1:	1201 Pacific Ave.		
Address Line 2:	Suite 1900		
Address Line 4:	Tacoma, WASHINGTON 98402		
NAME OF SUBMITTER:	Neal Luna		

OP \$65.00 3091152

900207022

TRADEMARK
REEL: 004660 FRAME: 0346

Signature:	/Neal Luna/
Date:	11/11/2011
Total Attachments: 2 source=Assignment of Trademarks#page1.tif source=Assignment of Trademarks#page2.tif	

ASSIGNMENT OF TRADEMARKS

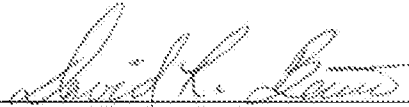
WHEREAS, EXCELLO PRODUCTS, LLC, an Illinois limited liability company having offices located at 120 Lakeview Parkway, Vernon Hills, IL 60061 ("ASSIGNOR"), owns all right, title and interest in and to the trademarks and registrations and application therefor listed on Schedule A attached hereto and made a part hereof (the "MARKS") and the goodwill of the business symbolized by the MARKS; and

WHEREAS, HERMAN PEARL COMPANY, a Washington corporation having offices located at 22627 68th Avenue South, Kent, WA 98032 ("ASSIGNEE"), desires to acquire all of ASSIGNOR's right, title and interest in and to the MARKS and registrations and application therefor listed on attached Schedule A and the goodwill of the business symbolized by the MARKS.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, transferred, and assigned and by these presents does hereby sell, transfer and assign to ASSIGNEE, its successors, assigns and legal representatives, all of the right, title and interest in and to the MARKS and registrations and application therefor listed on attached Schedule A, and the goodwill of the business symbolized by the MARKS.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of ASSIGNOR and is effective nunc pro tunc as of October 16, 2009.

EXCELLO PRODUCTS, LLC

By: 
DAVID R. BEINE
Vice President and General Counsel

Dated: October 13, 2011

SCHEDULE A

U.S.

Mark	Country	App. No.	Reg. No.
BRIO & Design	US	78/403138	3091152
CHEF'S ESSENTIALS	US	76/272516	2689296
COOL DOTS	US	78/322948	3005668
EVIA (Stylized)	US	78/325303	2982931
EXCELLO	US	72/110370	722029
IT'S THE THIRSTIEST CLOTH YOU'LL EVER BUY!	US	78/339633	2913235
IT'S THE THIRSTIEST TOWEL YOU'LL EVER BUY!	US	78/339591	2913234
KITCHEN MILLENNIUM	US	76/272514	2651470

FOREIGN

Mark	Country	App. No.	Reg. No.
EXCELLO	China	6584316	