

## 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
Blistex Inc.		12/13/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Blistex Bracken LLC		
Street Address:	316 California Avenue #801		
City:	Reno		
State/Country:	NEVADA		
Postal Code:	89509		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3829379	DISCOVER BLISS. DISCOVER BLISTEX.	
CORRESPONDENCE DATA			
Fax Number:	(206)224-0779		
Phone:	206-682-800		
Email:	efiling@cojk.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:	Christensen O'Connor Johnson Kindness		
Address Line 1:	1420 Fifth Avenue, Suite 2800		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	BLIS-2-50856		
NAME OF SUBMITTER:	Barbara C. Light		
Signature:	/Barbara C. Light/		
Date:	12/16/2011		
Total Attachments: 1 source=50856_ASSIGNMENT EXECUTED#page1.tif			

OP \$40.00 3829379

**ASSIGNMENT OF REGISTERED TRADEMARK**

WHEREAS, Blistex Inc., a corporation of the State of Illinois, having the business address of 1800 Swift Drive, Oak Brook, Illinois 60523 (hereinafter the "Assignor"), adopted and used the mark DISCOVER BLISS. DISCOVER BLISTEX. which was registered in the United States Patent and Trademark Office, Registration No. 3,829,379, dated August 3, 2010; and

WHEREAS, Blistex Bracken LLC, a limited liability company organized under the laws of the State of Nevada, having the business address of 316 California Avenue #801, Reno, Nevada 89509 (hereinafter the "Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee its entire right and title to and interest in said trademark and said registration, together with the goodwill of the business associated with the trademark.

Executed at Oak Brook, Illinois, this 13 day of December, 2011.

BLISTEX INC.

Signature David C Arch  
By: David C. Arch  
Title: Chairman and Chief Executive Officer

STATE OF ILLINOIS        )  
  ) ss.  
COUNTY OF DuPAGE     )

I certify that I know or have satisfactory evidence that David C. Arch is the person who appeared before me, and said person acknowledged that he signed this instrument, on oath stated that he was authorized to execute the instrument and acknowledged it as the Chairman and Chief Executive Officer of Blistex Inc. to be the free and voluntary act of such party for the uses and purposes mentioned in the instrument.

Dated: 12/13/11

(Seal or stamp)



Mary Lahey  
Notary Public  
My appointment expires 9/14/13

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100