

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
	Scentco, LLC		01/12/2012
	LIMITED LIABILITY COMPANY: UNITED STATES		
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
	Registration Number:	4046846	DECORATE WITH FRAGRANCE!
CORRESPONDENCE DATA			
Fax Number:	(262)260-4253		
Phone:	262/260-1946		
Email:	B050994@scj.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:	Melinda M. Mitchell		
Address Line 1:	1525 Howe Street		
Address Line 2:	S. C. Johnson & Son, Inc.		
Address Line 4:	Racine, WISCONSIN 53403		
ATTORNEY DOCKET NUMBER:	061385		
NAME OF SUBMITTER:	Melinda M. Mitchell		
Signature:	/Melinda M. Mitchell/		

CH \$40.00 4046846

Date:

01/19/2012

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

This Assignment is made this 12th day of JANUARY, 2012, by SCENTCO, LLC, a Limited Liability Company organized in the State of Georgia, with a business address of 93 Genesis Parkway, Thomasville, Georgia, 31792 (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 and trademark registration identified in the attached Schedule A (hereinafter the "MARK"); and

WHEREAS, ASSIGNOR has adopted and has used the MARK in the attached Schedule A; 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 businesses appurtenant thereto and symbolized thereby, and in and to all rights under said MARK.

NOW, THEREFORE, for other 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 interest in and to the MARK, together with the goodwill of the businesses appurtenant thereto and 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 MARK and the right to bring or maintain suit at law and equity for past infringement of the MARK 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 12th day of JANUARY 2012.

ASSIGNOR

ASSIGNEE

SCENTCO, LLC

S. C. JOHNSON & SON, INC.

By: J. F. Knapp III
J. F. KNAPP, III
PRESIDENT

By: Gary R. Akavickas
Gary R. Akavickas
Secretary

SCHEDULE A

U.S. trademark registration for DECORATE WITH FRAGRANCE!, Reg. No. 4046846

TRADEMARK

RECORDED: 01/19/2012

REEL: 004700 FRAME: 0557