

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
West Bend Housewares, LLC		07/22/2009	LIMITED LIABILITY COMPANY: ILLINOIS

RECEIVING PARTY DATA

Name:	Focus Products Group, LLC
Street Address:	120 Lakeview Parkway
City:	Vernin Hills
State/Country:	ILLINOIS
Postal Code:	60061
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	78870928	POWER TOWER
Serial Number:	78776526	PROFERRED
Serial Number:	78763963	QUIKSERVE
Serial Number:	73139552	STIR CRAZY
Serial Number:	73341526	TRIPLE TIMER

CORRESPONDENCE DATA

Fax Number: 3107128488
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: lisa.levinson@kattenlaw.com
 Correspondent Name: Lisa Levinson
 Address Line 1: 2029 Century Park East, Suite 2600
 Address Line 2: Katten Muchin Rosenman LLP
 Address Line 4: Los Angeles, CALIFORNIA 90067-3012

ATTORNEY DOCKET NUMBER:	343434-12	TRADEMARK
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CH \$140.00 78870928

NAME OF SUBMITTER:	Lisa Levinson
Signature:	/Lisa Levinson/
Date:	08/10/2012
Total Attachments: 2 source=West Bend Housewares, LLC to Focus Products Group, LLC#page1.tif source=West Bend Housewares, LLC to Focus Products Group, LLC#page2.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, WEST BEND HOUSEWARES, 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 applications and registrations therefor listed on Schedule A attached hereto and made a part hereof and the goodwill of the business symbolized by the aforesaid trademarks; and

WHEREAS, FOCUS PRODUCTS GROUP, LLC, an Illinois limited liability company having offices located at 120 Lakeview Parkway, Vernon Hills, IL 60061 ("ASSIGNEE"), desires to acquire all of ASSIGNOR's right, title and interest in and to the aforesaid trademarks and applications and registrations therefor listed on attached Schedule A and the goodwill of the business symbolized by said trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said 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 said trademarks and applications and registrations therefor listed on attached Schedule A, and the goodwill of the business symbolized by said trademarks, together with all rights under any applicable international treaties and agreements, the same to be held and enjoyed by ASSIGNEE for its own use and benefit and the use and benefit of its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, together with all income, royalties, damages or payments resulting from or attributable to activity or conduct after the effective date of this Assignment, including, without limitation, all worldwide rights to the aforesaid trademarks and applications and registrations therefor, the goodwill of the business symbolized by said trademarks and the right to sue and collect for all future, present and past infringements thereof, including infringements which may have occurred prior to the execution of this Assignment.

ASSIGNOR agrees: (a) to execute (i) all necessary papers throughout the world to be used in connection with the trademarks and applications and registrations therefor listed on attached Schedule A as ASSIGNEE may deem necessary or expedient, (ii) all papers in connection with any interference, opposition, legal or other proceedings throughout the world to maintain, protect or enforce, or otherwise relating to, the trademarks and applications and registrations therefor listed on attached Schedule A, and (iii) all papers and documents which may be necessary throughout the world in connection with the preparation and filing of any foreign applications for the trademarks and applications and registrations therefor listed on attached Schedule A; (b) to cooperate with ASSIGNEE at ASSIGNEE's expense in every way reasonably possible in obtaining evidence and going forward in any such proceedings throughout the world; and (c) at ASSIGNEE's expense to perform all other affirmative acts which in ASSIGNEE's reasonable discretion may be necessary or desirable throughout the world to maintain, protect or enforce the trademarks and applications and registrations therefor listed on attached Schedule A. These obligations of assistance by ASSIGNOR shall continue for so long as ASSIGNEE may require such assistance from ASSIGNOR.

ASSIGNOR hereby grants to the law firm of Michael Best & Friedrich LLP, Two Prudential Plaza, 180 N. Stetson Ave., Suite 2000, Chicago, Illinois 60601, USA authority and power to insert on this instrument any further information which may be necessary or desirable for identifying any of the trademarks, trademark applications or trademark registrations listed on attached Schedule A for purposes of recordation in the United States Patent and Trademark Office or in any foreign country.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of ASSIGNOR and is effective as of July 22, 2009.

WEST BEND HOUSEWARES, LLC

By: David R. Beine
Name: DAVID R. BEINE
Title: VICE PRESIDENT & GENERAL COUNSEL

Dated: July 22, 2009

STATE OF Wisconsin)
COUNTY OF Washington) ss.

I, Lori L. WROBEL, do hereby certify that the above-mentioned person appeared before me this day, and acknowledged that this Assignment was signed and delivered as the free and voluntary act of said person on behalf of the identified limited liability company with authority to do so, for the uses and purposes therein set forth.

Given under my hand and seal this 22 day of July, 2009

Lori L. Wrobel
Notary Public Expires July 29, 2012

SCHEDULE A

U.S.

Mark	Country	App. No.	Reg. No.
JUST FOR DINNER	US	75/910808	2528397
POWER TOWER	US	78/870928 ✓	3386748
PROFERRED	US	78/776526	3357546
QUIKSERVE	US	78/763963	3314058
STIR CRAZY	US	73/139552	1090800
TRIPLE TIMER	US	73/341526	1228820

FOREIGN

Mark	Country	App. No.	Reg. No.
ON-CALL	China	9900038522	1447359
QUIKSERVE	Canada	1305617	689968
SLO-COOKER PLUS	Argentina	2210658	1829329
STIR CRAZY	Canada	420987	TMA238299