

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
THE IDEA FOLDER, LLC		12/19/2012	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	Sentinel Engineering (M) Sdn Bhd		
Street Address:	C-G-9 Jalan Dataran SD1		
Internal Address:	Dataran SD PJU 9 Bandar Sri Damansara		
City:	Kuala Lumpur		
State/Country:	MALAYSIA		
Postal Code:	52200		
Entity Type:	private company limited liability: MALAYSIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85725096	COATS	
CORRESPONDENCE DATA			
Fax Number:	4142988097		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4142981000		
Email:	mdietz@reinhardtllaw.com		
Correspondent Name:	Michele Dietz		
Address Line 1:	1000 North Water Street		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	12412		
DOMESTIC REPRESENTATIVE			
Name:	Daniel E. Kattman		

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Address Line 1: 1000 North Water Street
Address Line 2: Suite 1800
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Michele Dietz
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Signature:	/MLD/
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Date:	12/28/2012
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Total Attachments: 5

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made effective as of December 19, 2012 between THE IDEA FOLDER, LLC, a Wisconsin limited liability company ("Assignor"), and SENTINEL ENGINEERING (M) SDN BHD, an entity organized under the laws of Malaysia ("Assignee").

RECITALS

A. Pursuant to an Agreement dated as of the date hereof (the "Agreement") by and among Joseph H. Neuser, an adult resident of Wisconsin ("Neuser"), the Assignor, Derma Care Plus Products, LLC, a Wisconsin limited liability company, Hartalega Sdn Bhd, an entity organized under the laws of Malaysia, and the Assignee, Assignee has agreed to purchase certain assets from Assignor, including the trademark listed Appendix A.

B. Assignor is the owner of the Assigned Trademark (as defined below).

C. Assignor desires by execution of this Assignment to confirm the assignment of all rights, title and interest in and to the Assigned Trademark to Assignee, and Assignee desires by execution of this Assignment to confirm the assignment of all of Assignors' rights, title, and interest in the Assigned Trademark to Assignee.

AGREEMENT

For good and valuable consideration, including that recited in the Agreement, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns the Assigned Trademark as follows:

1. Definition of the Assigned Trademarks. The term "Assigned Trademark" shall mean the trademark registration listed in Appendix A, as well as: (a) all common law rights therein; (b) all goodwill associated therewith; (c) all renewals thereof; and (d) all rights of action, powers and benefits accrued thereto, including the right to sue for and/or initiate any proceeding to collect damages and payments for past or future infringements thereof.

2. Assignment of the Assigned Trademarks. Assignor, who intends to use the Assigned Trademark in interstate commerce and has filed an application with the United States Patent and Trademark Office based on a bona fide intent to use the mark in commerce, but has not yet filed a Statement of Use, hereby sells, assigns and transfers to Assignee, its successors and assigns all of Assignor's right and title to and interest in the Assigned Trademark, along with Assignor's entire business or the portion thereof to which the mark pertains as required by 15 U.S.C. § 1060.

3. Further Assurances. Assignor agrees to take all reasonable and necessary steps to implement the provisions of the Assignment. Assignor shall provide Assignee, its successors, and assigns, or their legal representatives, cooperation and assistance at Assignee's reasonable request (including the execution and delivery of any and all affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documentation) as may be reasonably required in the implementation or perfection of this Assignment.

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4. Governing Law. This Assignment shall be governed by the laws of the state of Wisconsin and the federal laws of the United States without giving effect to any rule or provision thereof which would cause the application of the law of any other state.

5. Facsimile Signature; Counterparts. This Assignment may be executed by facsimile delivery or other electronic means (i.e., PDF) of original signatures and in counterparts, each of which shall be considered one and the same agreement, and shall become effective when such counterparts have been signed by each party and delivered to the other party.

[Signature page follows.]

A handwritten signature in black ink, appearing to be 'D. M.', is located at the bottom center of the page.

IN WITNESS WHEREOF, this Assignment has been duly executed by the parties as of the date first written above.

ASSIGNOR:

THE IDEA FOLDER, LLC

By: Joseph H. Newser
Name: JOSEPH H. NEWSER
Title: PRESIDENT

ASSIGNEE:

SENTINEL ENGINEERING (M) SDN BHD

By: _____
Name: _____
Title: _____

IN WITNESS WHEREOF, this Assignment has been duly executed by the parties as of the date first written above.

ASSIGNOR:

THE IDEA FOLDER, LLC

By: _____
Name: _____
Title: _____

ASSIGNEE:

SENTINEL ENGINEERING (M) SDN BHD



By: _____
Name: KUAN KAM HON
Title: DIRECTOR

APPENDIX A

ASSIGNED TRADEMARK

Registered trademarks:

Trademark:	COATS
Filing Date:	September 10, 2012
Serial No.:	85725096

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