

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
LACO, Inc.		01/31/2013	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Cequent Consumer Products, Inc.		
Street Address:	29000-2 Aurora Rd.		
City:	Solon		
State/Country:	OHIO		
Postal Code:	44139		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2987010	GRIP-IT	
Registration Number:	3234325	GREEN SWEEP	
Registration Number:	3487094	GRIP-IT SUPERIOR CLEANING TOOLS POWER BRUSH LAITNER SINCE 1855	
CORRESPONDENCE DATA			
Fax Number:	3176377561		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3176343456		
Email:	docketdept@uspatent.com		
Correspondent Name:	James M. Durlacher		
Address Line 1:	111 Monument Circle, Suite 3700		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	8361-1 LACO		
NAME OF SUBMITTER:	Gail Mercer, Legal Assistant		

OP \$90.00 2987010

Signature:	/Gail Mercer/
Date:	02/18/2013
Total Attachments: 3 source=re-executed laco assignment#page1.tif source=re-executed laco assignment#page2.tif source=re-executed laco assignment#page3.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is made and effective as of the 1st day of November, 2012, by and between LACO, Inc., a Michigan corporation, having a principal place of business at 1561 Laitner Drive, Traverse City, Michigan 49686 ("LACO"), and Cequent Consumer Products, Inc., an Ohio corporation, having a principal place of business at 29000-2 Aurora Rd., Solon, Ohio 44139 ("CEQUENT").

WHEREAS, LACO is the registered owner of several trademarks listed on the attached Exhibit A, including the specified registrations and applications.

In consideration of the sum of one dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by LACO, LACO hereby sells, conveys, assigns, transfers and delivers to CEQUENT, its successors and assigns, all of the right, title and interest LACO has in, to and under the listed trademarks, including all of the common law rights and all of the goodwill of the business associated therewith, and all applications thereon and arising therefrom, United States and foreign, including all extensions, renewals and abandoned applications thereof and all registrations issued and obtained therefor and thereon, United States and foreign, and further including all rights to sue for and to recover injunctive and other relief for future infringements thereof and to otherwise stand in the place of LACO in all matters related thereto. LACO further covenants that CEQUENT will, upon request, be provided promptly with all pertinent facts and documents relating to the trademarks as may be known and accessible to LACO and that LACO will reasonably, upon request, promptly execute and deliver to CEQUENT or its legal representatives any and all papers, instruments, or affidavits required to carry out and record this transfer and assignment of the trademarks to CEQUENT.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment of Trademarks to be executed and effective as of the day and year written above.

LACO, INC.

By: 

John Kolarevic

Title: President

STATE OF MICHIGAN)
) SS:
COUNTY OF GR. TRAVERSE

Before me, a Notary Public in and for said County and State, personally appeared John Kolarevic, who, being first duly sworn upon his oath, acknowledged the execution of the foregoing document as his voluntary act and deed.

WITNESS my hand and Notarial Seal this 31ST day of JANUARY 2013.

Deborah Ann Shorter
Notary Public

DEBORAH ANN SHORTER
(Printed Signature)

My Commission Expires: 5.12.2018

My County of Residence: GR. TRAVERSE

EXHIBIT A

<u>U.S. Trademark</u>	<u>Serial Number</u>	<u>Registration Number</u>
GRIP-IT	76/584,408	2,987,010
GREEN SWEEP & DESIGN	78/433,456	3,234,325
GRIP-IT POWER BRUSH & DESIGN	77/162,118	3,487,094