

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mr. Todd Williams		05/28/2013	INDIVIDUAL: UNITED STATES
Mrs Cynthia Williams		05/28/2013	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Rubbermaid Commercial Products LLC		
<b>Street Address:</b>	3 Glenlake Parkway		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30328		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85929127	MAXIMIZER MOP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6304811699		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	6304811662		
<b>Email:</b>	chris.schneider@newellco.com		
<b>Correspondent Name:</b>	Christopher Schneider		
<b>Address Line 1:</b>	2707 Butterfield Rd.		
<b>Address Line 4:</b>	Oak Brook, ILLINOIS 60523		
<b>ATTORNEY DOCKET NUMBER:</b>	MAXIMIZER MOP RCP		
<b>NAME OF SUBMITTER:</b>	Christopher Schneider		
<b>Signature:</b>	/cbs/		

CH \$40.00 85929127

Date:

07/01/2013

**Total Attachments: 8**

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**ASSIGNMENT OF INTELLECTUAL PROPERTY ASSETS**

WHEREAS, Todd and Cynthia Williams, a married couple, having offices at 43 Silkwood, Aliso Viejo, CA 92656 (individually and together "Assignor"), and Rubbermaid Commercial Products LLC, a Delaware limited liability company ("Buyer") have entered into a Patent Purchase Agreement dated as of 5/31/13 (the "Agreement"); and

WHEREAS, under the Agreement, Buyer agreed to purchase the Patents (as that term is defined in the Agreement) of Assignor and its Subsidiaries; and

WHEREAS, in connection with the management of the Assets, Assignor has acquired an interest in some intellectual property assets that are predominantly used in connection with the Assets to be transferred to Buyer; and

WHEREAS, Assignor is the owner of all right, title and interest in and to various United States federal, state and foreign trademark and service mark registrations and applications therefor that are predominantly used in connection with the Technology (collectively, the "Trademarks"), including, but not limited to, the federal and state registrations and applications listed in Schedule A; and

WHEREAS, Assignor is the owner of all right, title and interest in and to various ideas, inventions, foreign patents and utility models and applications therefor that are predominantly used in connection with the Technology, including the patents and utility models and applications therefor listed in Schedule B hereto, and all reissues, divisions, continuations, continuations-in-parts, extensions, and reexaminations thereof or thereon (collectively, the "Patents");

WHEREAS, Assignor, to the best of its knowledge, is the owner of certain right, title and interest in and to various copyrights, trade dress, know-how, trade secrets, unregistered trademarks, service marks and tradenames, and other similar proprietary rights that are predominantly used in connection with the Technology and required to be transferred under the Agreement (collectively, the "Other IP Assets"), including the unregistered trademarks, domain names and URLs set forth on Schedule C; and

WHEREAS, Buyer ("Assignee") is desirous of acquiring all of Assignor's right, title and interest in and to all Trademarks, Patents and the Other IP Assets (collectively, the "ASSETS"), and Assignor has promised, in the Agreement, to cause the same to be assigned; and

NOW, THEREFORE, for ten dollars (US \$10.00) and other valuable and legally sufficient consideration, including the consideration set forth in the Agreement, acknowledged by the Assignor to have been received in full:

1. The Assignor does hereby sell, convey, assign and transfer to Assignee the entire right, title and interest in, to and under all ASSETS together with the goodwill of the business symbolized by such ASSETS, together with all rights and privileges granted and secured thereby, including the full right to sue for past, present or future infringement of such ASSETS, these rights to be held and enjoyed by the Assignee as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

2. The Assignor hereby covenants that it has full right to convey the entire interest herein assigned and agrees to execute any and all documents reasonably required to effect this Assignment, including any country-specific assignments necessary to record transfer of title.

3. The Assignor hereby covenants and agrees that it will execute and deliver, or cause to be executed and delivered, such other instruments of conveyance, assignment, transfer and delivery, and will take such other actions, as Assignee may reasonably request in order to more effectively transfer, convey, assign and deliver to Assignee any of the ASSETS, or to enable Assignee to exercise and enjoy all rights and benefits of the Assignor

with respect thereto. The expense incurred by Assignor in providing such cooperation shall be paid for by the Assignee except as otherwise provided in the Agreement.

4. The terms and covenants of this Assignment shall inure to the benefit of the Assignee, their successors and assigns and other legal representatives, and shall be binding upon the Assignor, its respective heirs, legal representatives and assigns.

5. The Assignor hereby warrants and represents that it has not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

6. The Assignor hereby requests that the appropriate patent, trademark or other government offices record this Assignment and issue a new certificate of registration in the Assignee's name.

7. This Assignment of Intellectual Property Assets does not (i) convey any rights of Assignor other than those required to be transferred under the Agreement, (ii) create any obligations for Assignor in addition to those provided under the Agreement, or (iii) relieve Assignor of any obligations under the Agreement.

**Schedule A**

Trademarks

Country	Reg./App. Number	Title	Issue/File Date
US	85929127	TRADEMARK – "MAXIMIZER MOP"	5/10/2013

**Schedule B**

Patents and Patent Applications

Country	Reg./App. Number	Title	Issue/File Date
US	13/221,275	TUBULAR HEADBAND MOUNTED WET MOP	8/30/2011
US	13/850,983	TUBULAR HEADBAND MOUNTED WET MOP	3/26/2013

Schedule C

Other Assets

url: maximizemop.com



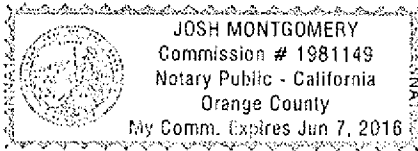


**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

CIVIL CODE § 1189

State of California }  
 County of Orange }  
 On May 28, 2013 before me, Josh Montgomery, Notary Public  
Date Here insert Name and Title of the Officer  
 personally appeared Todd Williams and Cynthia Williams  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: Josh Montgomery  
Signature of Notary Public

Place Notary Seal Above

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Description of Attached Document**

Title or Type of Document: Assignment of Intellectual Property Assets

Document Date: 5-28-13 Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: Todd Williams Signer's Name: Cynthia Williams

Corporate Officer — Title(s): \_\_\_\_\_  Corporate Officer — Title(s): \_\_\_\_\_

Individual  Individual

Partner —  Limited  General  Partner —  Limited  General

Attorney in Fact  Attorney in Fact

Trustee  Trustee

Guardian or Conservator  Guardian or Conservator

Other: \_\_\_\_\_  Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_ Signer Is Representing: \_\_\_\_\_

Rubbermaid Commercial Products LLC

By: [Signature]  
Its: VA

STATE OF Virginia )  
COUNTY OF Frederick ) SS:

On this 30 day of MAY 2013, before me appeared Jim McGarvey, who, being by me duly sworn, did say that he/she is the \_\_\_\_\_ of ASSIGNEE, a limited liability company of the State of Delaware, and personally known to me to be the same person whose name is subscribed to the foregoing ASSIGNMENT OF INTELLECTUAL PROPERTY ASSETS ("Assignment"), and acknowledged to me that he/she signed and delivered the foregoing Assignment on behalf of and pursuant to authority from such limited liability company and that the foregoing Assignment was a free and voluntary act and deed.

Notary Public Donna Pearson  
My commission expires: 3/31/16  
3/31/16 dp

