

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM350408

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900330771		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Publicom, Inc.		05/14/2015	CORPORATION: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EIJ Company LLC		
<b>Street Address:</b>	6960 W. Thunder Canyon Way		
<b>City:</b>	Tucson		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85745		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ARIZONA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2075268	WATER CONDITIONING & PURIFICATION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5207702237		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	520-770-8700		
<b>Email:</b>	alice.vanicek@quarles.com		
<b>Correspondent Name:</b>	Quarles & Brady LLP/Attn: IP Docket		
<b>Address Line 1:</b>	One South Church Avenue, Suite 1700		
<b>Address Line 4:</b>	Tucson, ARIZONA 85701		
<b>ATTORNEY DOCKET NUMBER:</b>	157478.00005		
<b>NAME OF SUBMITTER:</b>	Gavin J. Milczarek-Desai		
<b>SIGNATURE:</b>	/Gavin J. Milczarek-Desai/		
<b>DATE SIGNED:</b>	08/05/2015		
<b>Total Attachments: 3</b>			
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source=Trademark Assignment WATER CONDITIONING & PURIFICATION#page2.tif			

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM347692

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Publicom, Inc.		05/14/2015	CORPORATION: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EIJ Company LLC		
<b>Street Address:</b>	6960 W. Thunder Canyon Way		
<b>City:</b>	Tucson		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85745		
<b>Entity Type:</b>	CORPORATION: ARIZONA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2075268	WATER CONDITIONING & PURIFICATION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5207702237		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	520-770-8700		
<b>Email:</b>	alice.vanicek@quarles.com		
<b>Correspondent Name:</b>	Quarles & Brady LLP/Attn: IP Docket		
<b>Address Line 1:</b>	One South Church Avenue, Suite 1700		
<b>Address Line 4:</b>	Tucson, ARIZONA 85701		
<b>ATTORNEY DOCKET NUMBER:</b>	157478.00005		
<b>NAME OF SUBMITTER:</b>	Gavin J. Milczarek-Desai		
<b>SIGNATURE:</b>	/Gavin J. Milczarek-Desai/		
<b>DATE SIGNED:</b>	07/10/2015		
<b>Total Attachments: 2</b>			
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CH \$40.00 2075268

## Trademark Assignment

This Trademark Assignment is made by and between Publicom, Inc., an Arizona corporation with a location at 2800 East Ft. Lowell Tucson Arizona 85716 ("Assignor"), and EIJ Company LLC, an Arizona limited liability company located at 6960 W. Thunder Canyon Way, Tucson, Arizona 85745 ("Assignee").

Whereas, Assignor is the owner of the trademark shown below:

Country	Mark	Reg. No.	Issue Date	Goods/Services
United States	WATER CONDITIONING & PURIFICATION	2075268	July 1, 1997	Magazine in the field of drinking water treatment

as well as the registration therefore with the U.S. Patent and Trademark Office, and the goodwill in connection therewith (the "Trademark").

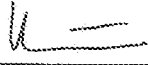
Whereas, Assignee desires to acquire the Trademark.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor hereby sells, assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademark and all of Assignor's right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademark.

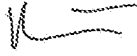
In witness whereof, the parties have caused this Trademark Assignment to be executed by their duly authorized representatives as of the dates written below.

*Remainder of Page Intentionally Left Blank.  
Signatures Follow.*

Publicom, Inc.

By:   
Name: Kurt C. Peterson  
Title: President and Chief Executive Officer  
Date: May 14, 2015

EIJ Company LLC

By:   
Name: Kurt C. Peterson  
Title: Managing Member  
Date: May 14, 2015