

RECORDATION FORM COVER
TRADEMARKS

05-20-1998



100714485

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record

MLD 4-23-98

1. Name of conveying party(ies):
S. C. Johnson & Son, Inc.

Individual(s)
 General Partnership
 Corporation-State - Wisconsin
 Other

Association
 Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: Reckitt & Colman Inc.

Internal Address: _____
 Street Address: 1655 Valley Road

City: Wayne State: NJ ZIP: 07474

3. Nature of conveyance:
 Assignment
 Security Agreement
 Other

Merger
 Change of Name

Execution Date: January 30, 1998

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark registration No.(s)

See attached assignment (Schedule A)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Joseph J. Bonk

Internal Address: Trademark Department

Street Address: Reckitt & Colman Inc.
 1655 Valley Road

City: Wayne State: NJ ZIP: 07474

6. Total number of applications and registrations involved: 8

7. Total fee (37 CFR 3.41): \$ 215.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 12-0431
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
 To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Joseph J. Bonk
 Name of Person Signing

Joseph J. Bonk
 Signature

April 20, 1998
 Date

Total number of pages comprising cover sheet: 2

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patents and Trademarks
 Box Assignments
 Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

TRADEMARK
 REEL: 1727 FRAME: 0791

Schedule A

Registration Number	Registration Date	Application Number	Trademark
1084450	07/Feb/1978	125921	YES
1097128	25/Jul/1978	140434	VIVID
1106439	21/Nov/1978	140945	YES!
1106440	21/Nov/1978	140949	YES!
1168843	15/Sep/1981	140946	COLOR CARE
1181761	15/Dec/1981	230795	YES!
1190381	23/Feb/1982	236303	YES
1829152	05/Apr/1994	74/414553	Miscellaneous Character

TRADEMARK ASSIGNMENT - UNITED STATES

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of this 30th day of January, 1998, ("Effective Date"), by and between S.C. Johnson & Son, Inc., a corporation organized under the laws of the State of Wisconsin with its principal office at 1525 Howe Street, Racine, Wisconsin 53403 ("Assignor"), and Reckitt & Colman Inc., a corporation organized under the laws of the State of Delaware with its principal office at 1655 Valley Road, Wayne, New Jersey 07474, ("Assignee").

WHEREAS, Assignee wishes to acquire and Assignor wishes to assign its entire right, title and interest in and to those United States trademark registrations identified and set forth on Schedule A and the trademarks shown on said registrations (the "Marks");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, its entire right, title and interest in and to the Marks, together with the goodwill of the business appurtenant thereto and to the goods on which the Marks are used including any renewals and extensions of the registrations that are or may be secured under the laws of the United States now or hereafter in effect together with all income, royalties, damages or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

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This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

* * * *

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment to be signed and executed by the undersigned officer thereunto duly authorized this 30th day of January, 1998.

S. C. JOHNSON & SON, INC.

BY: Edwin R. Rossini
Name: Edwin R. Rossini
Title: Assistant Secretary