

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
Arquest, Inc.		08/13/2004	CORPORATION: ARKANSAS
RECEIVING PARTY DATA			
Name:	S&S Brands, Inc.		
Street Address:	103 Foulk Road		
Internal Address:	Suite 101		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19803		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2418411	SIMPLY DRY	
CORRESPONDENCE DATA			
Fax Number:	(717)237-5300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	717-232-8000		
Email:	sheberli@mwn.com		
Correspondent Name:	Michael A. Doctrow		
Address Line 1:	100 Pine Street		
Address Line 4:	Harrisburg, PENNSYLVANIA 17108		
ATTORNEY DOCKET NUMBER:	356/20808-0001		
NAME OF SUBMITTER:	Sue Heberlig		
Total Attachments: 1			
source=simply~1#page1.tif			

OP \$40.00 2418411

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 13th day of August, 2004 by and between Arquest, Inc. (the "Assignor"), an Arkansas corporation having its principal place of business at 101 Interchange Plaza, Cranbury, New Jersey 08512, and S&S Brands, Inc. (the "Assignee"), a corporation existing under the laws of the State of Delaware.

Assignor is the owner of the trademark SIMPLY DRY for use in connection with disposable diapers and training pants in the United States (the "Trademark"), and is the owner of U.S. Trademark Registration No.2,418,411 for the Trademark for use with disposable diapers (the "Registration"); and

Assignor has elected to transfer all of its right, title, and interest in and to the Trademark and Registration to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, and transfers unto Assignee all rights, title and interests in and to the Trademark and Registration, together with the goodwill of the business symbolized by the Trademark and all claims for damages by reason of past infringement of the Trademark, with the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, the Assignor has set its hand and seal on the day and year first above written.

ATTEST:

ARQUEST, INC.

Mary Ann P. Minchilli

By: [Signature] 8/13/04
Name: Matthew J. Rinaldi
Title: Vice President Sales & Marketing

Sworn to and subscribed before me
this 13 day of August 2004.

MARY ANN P. MINCHILLI
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES MAY 3, 2009