

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Brita Products Company		08/27/2004	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Brita LP
<b>Street Address:</b>	Place Pury 13
<b>Internal Address:</b>	Rue de Mole 2-4
<b>City:</b>	Neuchatel
<b>State/Country:</b>	SWITZERLAND
<b>Entity Type:</b>	LIMITED PARTNERSHIP: CANADA

**PROPERTY NUMBERS Total: 22**

Property Type	Number	Word Mark
Registration Number:	1418810	BRITA
Registration Number:	1977326	OPTIMAX
Registration Number:	2286743	ULTRA
Registration Number:	2317731	ULTRA
Registration Number:	2325059	MAKES TAP WATER TASTE GREAT
Registration Number:	2382302	ATLANTIS
Registration Number:	2390885	FJORD
Registration Number:	2432315	FILL & GO
Registration Number:	2469513	MAKES TAP WATER TASTE GREAT
Registration Number:	2527233	
Registration Number:	2600835	MAKES TAP WATER TASTE GREAT
Registration Number:	2692101	BRITA
Registration Number:	2719008	BRITA
Registration Number:	2760094	AQUALUX
Serial Number:	76393616	RIVIERA

CH \$565.00 1418810

Serial Number:	78206527	CALENDAR MINDER
Serial Number:	78324730	BRITA LIVING
Serial Number:	78347941	BRITA
Serial Number:	78350880	METRO
Serial Number:	78372413	ELITE
Serial Number:	78375400	AQUAVIEW
Serial Number:	78387864	SEE WHAT YOU'RE MISSING

**CORRESPONDENCE DATA**

Fax Number: (510)271-1652  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: trademarks@clorox.com  
 Correspondent Name: The Brita Products Company  
 Address Line 1: 1221 Broadway  
 Address Line 4: Oakland, CALIFORNIA 94612

ATTORNEY DOCKET NUMBER: TO BRITA LP

**DOMESTIC REPRESENTATIVE**

Name: Timothy J. Humphrey  
 Address Line 1: 1221 Broadway  
 Address Line 4: Oakland, CALIFORNIA 94612

NAME OF SUBMITTER: Barbara Ellen

Total Attachments: 4  
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**U.S. TRADEMARK ASSIGNMENT**

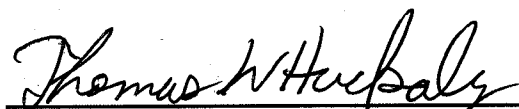
WHEREAS, THE BRITA PRODUCTS COMPANY, a Delaware corporation of 1221 Broadway, Oakland, California, 94612, United States of America, has adopted, used and is presently using the trademarks listed in the attached Schedule "A",

WHEREAS, BRITA LP, an Ontario limited partnership, of Place Pury 13, Rue de Mole 2-4, 2001 Neuchatel, Switzerland, is desirous of acquiring said trademarks listed in the attached Schedule "A";

THE BRITA PRODUCTS COMPANY hereby sells, assigns and transfers to BRITA LP, its successors, assigns and other legal representatives, the entire right, title and interest in and to said trademarks, said certificates of trademark registration, and the goodwill of the business heretofore carried on by THE BRITA PRODUCTS COMPANY in connection with said trademarks, together with all claims, demands and causes of action for the past infringement of any or all said trademarks and registrations or for unfair competition in business in connection therewith wheresoever or by whomsoever committed; the same to be held and enjoyed by BRITA LP, its successors, assigns or other legal representatives as fully and entirely as the same would or could have been held and enjoyed by THE BRITA PRODUCTS COMPANY had this assignment and sale not been made.

**THE BRITA PRODUCTS COMPANY**

Per:  
Name:  
Title:



**THOMAS W. HUCKABY  
ASSISTANT SECRETARY**

SCHEDULE A

Trade-mark	Application No.	Application Date	Registration No.	Registration Date	Classes
AQUALUX	76/393,617	April 8, 2002	2,760,094	September 2, 2003	11 21
AQUAVIEW	78/375,400	February 27, 2004			11
ATLANTIS	75/575,127	October 22, 1998	2,382,302	September 5, 2000	1 11
BRITA	73/554,621	August 21, 1985	1,418,810	December 2, 1986	1 11
BRITA	76/177,663	December 20, 2000	2,692,101	March 4, 2003	21
BRITA	78/347,941	January 5, 2004			11
BRITA & DESIGN	76/418,288	June 7, 2002	2,719,008	May 27, 2003	11 21
BRITA LIVING	78/324,730	November 7, 2003			41
CALENDAR MINDER	78/206,527	January 23, 2003			21
ELITE	78/372,413	February 23, 2004			11
FILL & GO	75/802,272	September 20, 1999	2,432,315	February 27, 2001	21
FJORD	75/575,126	October 22, 1998	2,390,885	October 3, 2000	1 11
MAKES TAP WATER TASTE GREAT	76/047,792	May 15, 2000	2,469,513	July 17, 2001	11

MAKES TAP WATER TASTE GREAT	76/276,412	June 25, 2001	2,600,835	July 30, 2002	11
MAKES TAP WATER TASTE GREAT	75/061,885	February 20, 1996	2,325,059	March 7, 2000	21
METRO	78/350,880	January 12, 2004			21
MISCELLANEOUS DESIGN (BRITA DOTS)	76/177,664	December 8, 2000	2,527,233	January 8, 2002	11 21
OPTIMAX	74/566,870	August 29, 1994	1,977,326	May 28, 1996	21
RIVIERA	76/393,616	April 8, 2002			11 21
SEE WHAT YOU'RE MISSING	78/387,864	March 19, 2004			11
ULTRA	75/423,320	January 26, 1998	2,317,731	February 15, 2000	21
ULTRA	75/518,733	July 14, 1998	2,286,743	October 12, 1999	11

ALL-PURPOSE ACKNOWLEDGMENT

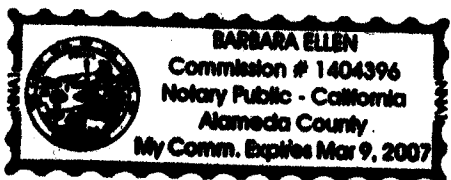
State of California

County of Alameda

On August 26, 2004 before me, Barbara Ellen, Notary Public

personally appeared Thomas W. Huckaby

- personally known to me - OR -
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.



WITNESS my hand and official seal.

Signature of Notary Public

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

Type or Type of Document: Assignment

Document Date: August 26, 2004 Number of Pages: 3

Signer(s) Other Than Named Above:

Capacity(ies) Claimed by Signer(s)

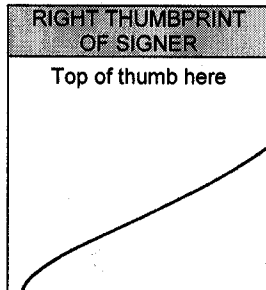
Signer's Name: Thomas W. Huckaby

- Individual
Corporate Officer
Title(s): Assistant Secretary
Partner - Limited General
Attorney-in-Fact
Trustee
Guardian or Conservator
Other:

Signer's Name:

- Individual
Corporate Officer
Title(s):
Partner - Limited General
Attorney-in-Fact
Trustee
Guardian or Conservator
Other:

Signer Is Representing: The Brita Products Company



Signer Is Representing:

