

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
The Clorox Company		03/30/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Good People Company, LLC		
Street Address:	1221 Broadway		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94612		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2664839	LAUNDRY FRAGRANCE	
Registration Number:	2633824	THE GOOD HOME CO.	
Registration Number:	2334269	THE GOOD HOME CO. ESTABLISHED 1995	
CORRESPONDENCE DATA			
Fax Number:	(510)271-1652		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	510 271 7326		
Email:	trademarks@clorox.com		
Correspondent Name:	Timothy J. Humphrey		
Address Line 1:	121 Broadway		
Address Line 4:	Oakland, CALIFORNIA 94612		
NAME OF SUBMITTER:	Barbara Ellen		
Signature:	/Barbara Ellen/		
Date:	09/12/2006		

CH \$90.00 2664839

Total Attachments: 3

source=Clorox to Good People#page1.tif

source=Clorox to Good People#page2.tif

source=Clorox to Good People#page3.tif



Trademark Assignment

This assignment is made from The Clorox Company, ("Assignor") to The Good People Co., LLC, ("Assignee").

BE

WHEREAS, the Assignor previously entered into a Trademark Assignment dated September 28, 2005, a copy of which is attached hereto as Exhibit 1.

ee
BE

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the Marks previously assigned to Assignor in Exhibit 1, together with the good will of the business pertaining thereto.

Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee the entire right, title and interest in and to the marks, and the registrations and applications therefore, together with the whole of the goodwill of the business pertaining thereto, the rights of Assignor to be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registration of the marks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damages by reason of past or future infringement(s) of the Marks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns and other legal representatives.

Dated: March 30, 2006

THE CLOROX COMPANY

By: Barbara Ellen

Name: BARBARA ELLEN
ASSISTANT SECRETARY

Title:

Exhibit 41

Exhibit C-1 - Form of Trademark Assignment

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made from The Good Home Company, Inc., a New York corporation ("Assignor"), to The Clorox Company, a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the following registered trademarks:

Mark	Registration or Application #	Registration or Filing Date
Laundry Fragrance	2664839 ✓	December 17, 2002
The Good Home Co.	75/793058 2976375	September 7, 1999(Notice of Allowance issued 10/15/2002)
The Good Home Co. THE GOOD HOME CO. ESTABLISHED 1995	2633824 ✓ 2334269 ✓	October 15, 2002 March 23, 2000



and,

WHEREAS, in addition to the registered trademarks listed above, Assignor also owns certain common law trademarks, logos and trade dress rights used in connection with the products heretofore sold by Assignor (collectively, the "Marks") as well as an internet domain name www.goodhomeco.com (the "Domain Name").

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the Marks (including the above-referenced trademark registrations), and the Domain Name, together with the good will of the business pertaining thereto.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee the entire right, title and interest in and to the Marks, and the registrations and applications therefor, and the Domain Name together with the whole of the good will of the business pertaining thereto, the rights of Assignor to be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registration of the Marks and the Domain Name may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damages by reason of past or future infringement(s) of the Marks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns and other legal representatives.

Dated: 9-28-05

THE GOOD HOME COMPANY, INC.,
a New York corporation

By: Christine Dimmick

Name: Christine Dimmick

Its: President

State of)
County of)

Before me this 30th day of September, 2005 personally appeared: CHRISTINE DIMMICK, to me known to be the person who is described in and who executed the foregoing assignment instrument and acknowledged to me that he/she executed the same of his/her own free will for the purpose expressed.

[Signature]

Notary Public or Consular Officer
of the United States of America

Commission expires 5/25/07
02K04939363

page 2 of 2

Qualified in New York Co.

[Handwritten initials]