

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reckitt Benckiser Inc.		02/12/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Simoniz USA, Inc.		
Street Address:	201 Boston Turnpike		
City:	Bolton		
State/Country:	CONNECTICUT		
Postal Code:	06043		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0904004	SCENE	
CORRESPONDENCE DATA			
Fax Number:	(860)527-0464		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(860) 549-5290		
Email:	scharadt@ip-lawyers.com		
Correspondent Name:	McCormick, Paulding & Huber LLP.		
Address Line 1:	185 Asylum Street City Place II		
Address Line 4:	Hartford, CONNECTICUT 06103-3402		
ATTORNEY DOCKET NUMBER:	2255-0168		
NAME OF SUBMITTER:	Donald J. MacDonald		
Signature:	/Donald J. MacDonald/		
Date:	02/12/2007		

CH \$40.00 0904004

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of the 12 day of February, 2007 by and between Simoniz USA, Inc., a Connecticut corporation doing business at 201 Boston Turnpike, Bolton, Connecticut 06043 ("Simoniz USA") and Reckitt Benckiser Inc., a Delaware corporation doing business at 399 Interpace Parkway, Parsippany, New Jersey 07054 ("Reckitt Benckiser");

WHEREAS, Reckitt Benckiser has adopted and has used since at least as early as July 1970 in the United States the word mark SCENE as a trademark for general cleaning preparations under U.S. Registration 904,004 therefor (the "TRADEMARK"); and

WHEREAS, Simoniz USA, wishes to acquire the TRADEMARK including U.S. Registration 904,004 therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Reckitt Benckiser hereby sells, assigns, and transfers to Simoniz USA, all of Reckitt Benckiser's right, title and interest in and to the TRADEMARK in the US, the registration therefor, and the good will associated therewith, as well as all of Reckitt Benckiser'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 Trademark Assignment has been duly executed by Reckitt Benckiser as of the date first written above.

RECKITT BENCKISER INC.

By: WR Mordan
William R. Mordan
Vice President

ACKNOWLEDGMENT

State of New Jersey)
)
County of Union) ss.

On this the 12th day of February, 2007, before me, personally appeared William R. Mordan, who acknowledged himself to be the Vice President of Reckitt Benckiser, Inc., a Delaware corporation, and that he, as such Vice President, being authorized to do so, executed the foregoing instrument for the purposes therein contained.

Veronica N. Roman
Notary
(Seal)

VERONICA N. ROMAN
A Notary Public Of New Jersey
My Commission Expires 06/24/08