

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
David P Marcheschi		03/12/2004	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Water Concepts, Inc.		
Street Address:	39 South Barrington Road		
City:	Barrington		
State/Country:	ILLINOIS		
Postal Code:	60010		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2041754	WATER JOE	
CORRESPONDENCE DATA			
Fax Number:	(312)759-5646		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-357-1313		
Email:	mvallone@btlaw.com		
Correspondent Name:	Melissa A. Vallone		
Address Line 1:	P.O. Box 2786		
Address Line 4:	chicago, ILLINOIS 60690-2786		
ATTORNEY DOCKET NUMBER:	36654-91301		
NAME OF SUBMITTER:	Melissa A. Vallone		
Signature:	/mvallone/		
Date:	02/22/2007		

CH \$40.00 2041754

Total Attachments: 1
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ASSIGNMENT

TRADEMARK: WATER JOE

U.S. REGISTRATION NO. 2,041,754
CANADIAN APPLICATION NO. 835,755

WHEREAS, David P. Marcheschi ("Marcheschi") and Water Concepts, Inc. ("Water Concepts") have entered into a Trademark Agreement dated as of March 1, 2004 pursuant to which, among other things, Marcheschi has sold, assigned and transferred to Water Concepts Marcheschi's entire right, title and interest, in a certain territory including the United States and Canada, in and to the trademark WATER JOE together with the goodwill associated therewith and the registration and application described above.

Dated as of March 1, 2004

DAVID P. MARCHESCHI

David Marcheschi

State of Illinois

SS:

County of Cook

On this 12th day of March, 2004, before me appeared David P. Marcheschi, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf.



Jan M. Tomaszewski

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