

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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.		07/23/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Cornerstone Enterprises, LLC		
Street Address:	2407 East Skelly Drive		
City:	Tulsa		
State/Country:	OKLAHOMA		
Postal Code:	74105		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1181761	YES!	
Registration Number:	3178551	YES	
Registration Number:	1190379	LAVENDER SACHET	
CORRESPONDENCE DATA			
Fax Number:	(973)404-5676		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	793-404-2477		
Email:	natmg@reckittbenckiser.com		
Correspondent Name:	Linda Heikman		
Address Line 1:	399 Interpace		
Address Line 4:	Parsippany, NEW JERSEY 07054		
NAME OF SUBMITTER:	Linda Heilman		
Signature:	/lheilman/		
Date:	07/29/2009		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of the 23 day of July by and between Cornerstone Enterprises, LLC ("Cornerstone") a Delaware corporation doing business at 2407 East Skelly Drive, Tulsa, Oklahoma 74105 and Reckitt Benckiser Inc., a Delaware corporation doing business at 399 Interpace Parkway, Parsippany, New Jersey 07054 ("RB");

WHEREAS, RB has adopted and has used since at least as early as 1979, and is the owner of the phrase YES! as a trademark for laundry cleaning products under U.S. Registration Number 1,181,761 and subsequently YES as a trademark for laundry cleaning products under U.S. Registration Number 3,178,551; and the phrase LAVENDER SACHET as a trademark for laundry softener products under U.S. Registration Number 1,190,379 (the "TRADEMARKS");

WHEREAS, Cornerstone wishes to acquire the TRADEMARKS in the US, the registrations therefore, the trade dress and copyrights associated with the most recent commercial use of the TRADEMARKS, and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, RB hereby sells, assigns, and transfers to Cornerstone all of RB's right, title and interest in and to the TRADEMARKS in the US, the registration therefore, the trade dress and copyrights associated with the most recent commercial use of the TRADEMARKS, and the goodwill associated therewith, as well as all of RB'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 TRADEMARKS.

RB represents to Cornerstone that the TRADEMARKS are being transferred without lien or encumbrance; and further represents that, to the knowledge of RB, there is no litigation of any kind involving the TRADEMARKS.

RB acknowledges that they will be responsible for any liabilities which arise from events associated with the TRADEMARKS prior to date of this Assignment and that they will further be liable for any liabilities which arise in the future from product which can be proven to have been sold by them prior to the date of this Assignment.

RB makes no other representation, warranty or statement regarding the TRADEMARKS or any products or services related to the TRADEMARKS.

IN WITNESS WHEREOF, the Trademark Assignment has been duly executed by RB as of the date first written above.

Reckitt Benckiser Inc.

By: 

Name: Mark Wilson

Title: SVP Finance