

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 Brita Products Company		06/29/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	Brita, LP		
Street Address:	Promenade Noire 1		
City:	Neuchatel		
State/Country:	SWITZERLAND		
Postal Code:	2001		
Entity Type:	LIMITED PARTNERSHIP: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3532100	FILTERFORGOOD.COM	
Registration Number:	3532081	FILTERFORGOOD	
CORRESPONDENCE DATA			
Fax Number:	(510)271-1652		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarks@clorox.com		
Correspondent Name:	Adam C. Brink		
Address Line 1:	1221 Broadway		
Address Line 4:	Oakland, CALIFORNIA 94612		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

CH \$65.00 3532100

NAME OF SUBMITTER:	Adam Brink
Signature:	/adam brink/
Date:	07/02/2010
Total Attachments: 4 source=Assignment -Brita LP 6.29.10#page1.tif source=Assignment -Brita LP 6.29.10#page2.tif source=Assignment -Brita LP 6.29.10#page3.tif source=Assignment -Brita LP 6.29.10#page4.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), made effective as of September 18, 2007, from The Brita Products Company, a Delaware corporation ("Assignor") in favor of Brita, LP, a Canadian limited partnership ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and service marks and the corresponding registrations and/or applications for registration set forth on Exhibit A ("Trademarks") together with the goodwill of the business connected with and symbolized by the Trademarks; and

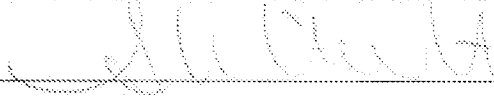
WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks as well as the goodwill of the business connected therewith and symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged:

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner for Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on Exhibit A to Assignee as assignee of Assignor's entire right, title and interest therein, Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the date first above written.

THE BRITA PRODUCTS COMPANY

 By: Angus C. Hill
 Title: VP - Corporate Secretary
 Date: June 29, 2010

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Alameda

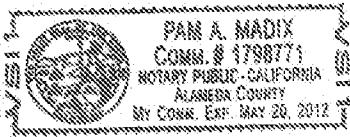
On July 2, 2010 before me, Pam A. Madix, Notary Public

personally appeared Angela C. Hill

Who 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.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

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

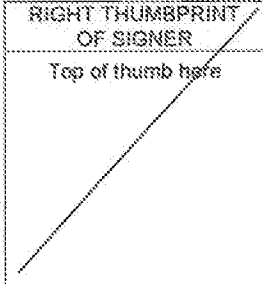
Type or Type of Document: Trademark Assignment
Document Date: June 29, 2010 Number of Pages: 1
Signer(s) Other Than Named Above:

Capacity(ies) Claimed by Signer(s)

Signer's Name: Angela C. Hill
Individual
[X] Corporate Officer
Title(s): Vice President - 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:

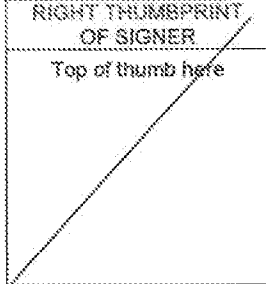


Exhibit A

Trademarks

<u>Mark</u>	<u>Registration No.</u>
FILTERFORGOOD.COM	3532100
FILTERFORGOOD	3532081

ASSIGNEE ACCEPTANCE

As an officer of Brita, LP, a Canadian limited partnership, and having the power to bind the partnership, I hereby accept on behalf of Brita, LP, the foregoing TRADEMARK ASSIGNMENT, made effective as of September 18, 2007, from The Brita Products Company, a Delaware corporation in favor of Brita, LP.

BRITA, LP
Clorox (Switzerland) Sàrl, as managing partner of
Brita GP, as general partner of Brita LP

By: George Bertoud

Title: Managing Partner

Date: June 29, 2010