

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
WaterCare Corporation		09/01/2010	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Water-Right, Inc.
Street Address:	1900 Prospect Court
City:	Appleton
State/Country:	WISCONSIN
Postal Code:	54914
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	2889463	AQUACARE
Registration Number:	1536991	AUTOCARE
Registration Number:	0980662	CAREX
Registration Number:	1865716	ELAN
Registration Number:	0765882	
Registration Number:	1533649	GUARDIANCARE
Registration Number:	1128222	HOSTESS
Registration Number:	1133056	MICRO CLEAR
Registration Number:	1155486	SALTKEEPER
Registration Number:	1437923	SENSIAL
Registration Number:	1077803	TASTEMAKER
Registration Number:	2230398	TRIDENT
Registration Number:	1410373	ULTROWATER
Registration Number:	1641008	WATERCARE

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Registration Number:	0815844	WATERCARE
Registration Number:	0817776	WATERCARE
Registration Number:	1739663	WATERKEEPER
Registration Number:	1476415	WE MAKE WATER GOOD FOR LIFE

CORRESPONDENCE DATA

Fax Number: (262)783-1211
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 262 783-1300
Email: rkmp@rkmiplaw.com
Correspondent Name: John M. Manion
Address Line 1: Ryan Kromholz & Manion, S.C.
Address Line 2: P O Box 26618
Address Line 4: Milwaukee, WISCONSIN 53226-0618

ATTORNEY DOCKET NUMBER:	1099 TM ASSIGN
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NAME OF SUBMITTER:	John M. Manion
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Signature:	/John M. Manion/
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Date:	09/09/2010
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Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WaterCare Corporation (hereinafter "Assignor") a corporation of the State of Wisconsin, being the owner by adoption and use of the trademarks listed on Schedule 4.20 attached hereto (the "trademarks");

In consideration of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged;

Subject to the terms, conditions, limitations, warranties and disclaimers contained in that certain Asset Purchase Agreement dated September 1, 2010, hereby sells, assigns, and transfers to Water-Right, Inc. (hereinafter Assignee) a corporation of the State of Wisconsin, the entire right, title and interest in and to the trademarks and the registrations thereof, together with the assets and good will of the business connected with the use of, and symbolized by, said trademarks and every right connected therewith, including all rights to damages and other remedies for past infringement of each identified trademark.

Assignor has for many years prior to the date of this Assignment entered into franchise agreements with various franchisees throughout the United States. Under the franchise agreements, Assignor granted franchisees the right to use some of the trademarks. While the franchise agreements have expired, Assignor has permitted the former franchisees, who are now customers of Assignor, to continue to use some of the trademarks. Assignor makes no representations or warranties of any kind to Assignee regarding the ability of Assignor or Assignee to restrict the continued use of the trademarks by customers. Subject to the terms, conditions, limitations, warranties and disclaimers contained in that certain Asset Purchase Agreement dated September 1, 2010, Assignor warrants that it has not abandoned the trademarks through non-use of said trademarks. This Assignment is to be interpreted according to the laws of the State of Wisconsin.

The undersigned, William F. Granger, declares: that he is the President of Assignor corporation and is authorized to execute this Assignment on behalf of said corporation.

Witness the hand and seal of said Assignor this 1 day of Sept, 2010.

WaterCare Corporation

By: [Signature]
William F. Granger, President

STATE OF Wisconsin)
) SS
COUNTY OF Manitowish)

Personally came before me this 1st day of September, 2010, the above named William F. Granger, the President of WaterCare Corporation to me known to be the person who executed the foregoing Assignment, and acknowledged that he executed the foregoing Assignment as such officer as the free act and deed of said corporation, and by its authority.

[SEAL]

[Signature]
Notary Public Timothy G. Burkard
My Commission expires permanent

Schedule 4.20

Trademark	Reg. No.	Country
AQUACARE	2889463	US
AUTCARE	1536991	US
CAREX	980662	US
ELAN	1865716	US
FIGURE OF A MAN	765882	US
GUARDIANCARE	1533649	US
HOSTESS	1128222	US
MICRO CLEAR	1133056	US
SALTKEEPER	1155486	US
SENSIAL	1437923	US
TASTEMAKER	1077803	US
TRIDENT	2230398	US
ULTROWATER	1410373	US
WATERCARE	1641008	US
WATERCARE & DESIGN	815844	US
WATERCARE & DESIGN	817776	US
WATERKEEPER	1739663	US
WE MAKE WATER GOOD FOR LIFE	1476415	US
WATERCARE	139461	Canada