

07-25-2003

Attorney's Docket No.: W00543.20040

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(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)



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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies) Ekco Housewares, Inc. 7-23-03</p> <p>Individual(s) citizenship: Delaware corporation</p> <p>Additional name(s) of conveying party(ies) attached? No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: World Kitchen, Inc.</p> <p>Internal Address: One Pyrex Place</p> <p>Street Address: Elmira, NY 14902</p> <p>Individual(s) citizenship: Delaware Corporation</p> <p>If assignee is not domiciled in the United States, a domestic representative designation may be attached. n/a</p> <p>(Designations may be a separate document from assignment.)</p> <p>Additional name(s) & address(es) attached? No</p>
<p>3. Nature of conveyance: Assignment with Goodwill</p> <p>Execution Date: July 17, 2003</p>	

4. Application number(s) or Registration number(s):

<p>A. Trademark Application No(s):</p>	<p>B. Trademark Registration No(s): 964975</p> <p>Additional number(s) attached? No</p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Edward F. Perlman Wolf, Greenfield & Sacks. P.C. Federal Reserve Plaza 600 Atlantic Avenue Boston, MA 02210</p>	<p>6. Total number of applications and registrations involved: 1</p> <p>7. Total fee (37 CFR 3.41) \$40.00</p> <p>Enclosed</p> <p>If the enclosed fee is insufficient, the Commissioner is authorized to charge the fee to the account of the undersigned.</p> <p>8. Deposit account number: 23/2825</p>
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DO NOT USE THIS SPACE

Edward F. Perlman		July 21, 2003
Name of Person Signing	Signature	Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office
P.O. Box 1450, Alexandria, VA 22313-1450

CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8(a)

The undersigned hereby certifies that this document and enclosures are being placed in the United States mail with first-class postage attached, addressed to Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 on July 21, 2003.

Danielle A. Calder
Danielle A. Calder

DEED OF ASSIGNMENT WITH GOODWILL
OF ASSIGNED MARK

THIS ASSIGNMENT is made the 17 day of July, 2003, between Ekco Housewares, Inc., a corporation organized under the laws of Delaware, with a principal place of business at 9234 West Belmont Avenue, Franklin Park, Illinois 60131 (the "Assignor") and World Kitchen, Inc. a corporation organized under the laws of Delaware with its principal place of business at One Pyrex Place, Elmira, New York 14902 (the "Assignee").

WHEREAS, the Assignor has adopted and used the trademark BAKER'S SECRET in the United States of America and is the owner of U.S. Registration No. 964975, dated July 31, 1973; and

WHEREAS, the Assignee wishes to acquire all of the Assignor's rights in and to the trademark and the good will associated therewith.

NOW THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interests in and to the trademark including common law rights and the registration thereof together with the good will of the business which is symbolized by the mark and with the right to recover for damages and profits and all other remedies for past infringements thereof.


Assignor

EKCO HOUSEWARES, INC.

By: 
Name: Nancy H. Dowling
Title: Assistant Secretary

Assignee

WORLD KITCHEN, INC.

By: 
Name: Nancy H. Dowling
Title: Assistant Secretary