

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Windmere Corporation		10/28/2004	CORPORATION: FLORIDA

RECEIVING PARTY DATA	
Name:	Applica Consumer Products, Inc.
Street Address:	3633 Flamingo Road
City:	Miramar
State/Country:	FLORIDA
Postal Code:	33027
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1099399	SHOWER ACTION

CORRESPONDENCE DATA	
Fax Number:	(203)741-0058
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	203-741-0718
Email:	barry.deutsch@applicamail.com
Correspondent Name:	Barry E. Deutsch
Address Line 1:	35 Thorpe Avenue
Address Line 2:	Suite 104
Address Line 4:	Wallingford, CONNECTICUT 06492

NAME OF SUBMITTER:	Jennifer N. Correa
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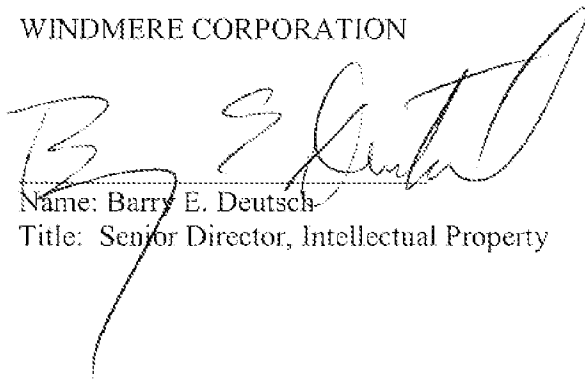
Total Attachments: 1 source=Change of Name#page1.tif

CH \$40.00 1099399

CHANGE OF NAME

This is to confirm that effective as of May 15, 2000 Windmere Corporation, a corporation of the state of Florida, changed its name to Applica Consumer Products, Inc., a corporation of the state of Florida.

WINDMERE CORPORATION



Name: Barry E. Deutsch

Title: Senior Director, Intellectual Property

STATE OF CONNECTICUT)

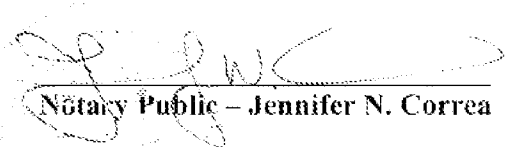
)ss. Wallingford

COUNTY OF NEW HAVEN)

NOTARIAL CERTIFICATE

On this 28th day of October, 2004, before me, the undersigned officer, personally appeared **Barry E. Deutsch**, known to me to be the person whose name is subscribed to the within instrument and acknowledged that he executed the same for the purposes therein contained.

IN WITNESS WHEREOF, I have hereunto set my hand and Official Seal.



Notary Public – Jennifer N. Correa

My Commission Expires 4/30/2007