

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
AS America, Inc.		03/04/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	AS IP Holdco, LLC
Street Address:	11 Huntington Ave.
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02199
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	77369574	WHITFIELD
Serial Number:	77365490	EMINENCE
Serial Number:	77344595	TOCETO
Serial Number:	77344549	LEVAGGI
Serial Number:	77344518	GALLETO
Serial Number:	77344497	BAVAGGI
Serial Number:	77344425	LAVAGNA

CORRESPONDENCE DATA

Fax Number: (732)980-6398
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 732-980-6023
 Email: jscott@americanstandard.com
 Correspondent Name: Joseph Scott
 Address Line 1: One Centennial Ave.
 Address Line 2: 2nd Floor

CH \$190.00 77369574

Address Line 4: Piscataway, NEW JERSEY 08855

ATTORNEY DOCKET NUMBER: ASA > ASIPH TM ASSIGNMENT

NAME OF SUBMITTER: Joseph Scott

Signature: /JosephScott/

Date: 03/04/2008

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK

WHEREAS, AS America Inc., a corporation organized under the laws of Delaware, having a place of business at 1 Centennial Avenue, Piscataway, New Jersey, 08855, is the owner of record of the trademarks set forth on the attached Schedule A (the Trademarks”).

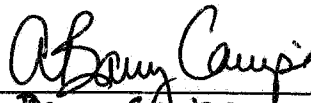
WHEREAS, AS IP Holdco LLC, a limited liability corporation organized under the laws of Delaware, having a place of business at 11 Huntington Ave., Boston, Massachusetts, 02199, is desirous of acquiring the entire right, title and interest in and to said Trademarks and goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, AS America, Inc. hereby assigns to AS IP Holdco, LLC all right, title and interest in and to said Trademarks, together with the good will of the business symbolized thereby.

AS America, Inc.

March 4, 2008

By



Barry Cahipe
CEO, V.P. & Treasurer

SCHEDULE A

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
WHITFIELD	77369574	11 - Jan - 2008
EMINENCE	77365490	07 - Jan - 2008
TOCETO	77344595	05 - Dec - 2007
LEVAGGI	77344549	05 - Dec - 2007
GALETTO	77344518	05 - Dec - 2007
BAVAGGI	77344497	05 - Dec - 2007
LAVAGNA	77344425	05 - Dec - 2007