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	
Jarden Corporation		06/30/2008	CORPORATION: DELAWARE	

RECEIVING PARTY DATA

Name:	Hearthmark, LLC	
Street Address:	14611 Commerce Drive	
City:	Daleville	
State/Country:	INDIANA	
Postal Code:	47334	
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2176357	FRUIT JELL

CORRESPONDENCE DATA

Fax Number: (561)912-4182

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 561-912-5185

Email: jmeehan@jarden.com

Correspondent Name: Lawrence J. Shurupoff

Address Line 1: 2381 Executive Center Drive

Address Line 4: Boca Raton, FLORIDA 33431

ATTORNEY DOCKET NUMBER:	JARCAN-48537
NAME OF SUBMITTER:	Lawrence J. Shurupoff
Signature:	/Lawrence J. Shurupoff/
Date:	06/30/2008

TRADEMARK REEL: 003806 FRAME: 0547

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Total Attachments: 3

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> TRADEMARK REEL: 003806 FRAME: 0548

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective this 30th day of June, 2008, is by and between Jarden

Corporation, a Delaware corporation ("Assignor") having its principal place of business at 555 Theodore Fremd

Avenue, B-302, Rye, New York 10580 and Hearthmark, LLC, a Delaware limited liability company,

("Assignee"), having its principal place of business at 14611 Commerce Drive, Daleville, Indiana 47334.

WHEREAS, Assignor has adopted, used and is the owner of all right, title and interest in and to

the registered trademark listed on Schedule A attached hereto and made a part hereof (hereinafter referred to as

the "Trademark Rights"); and

WHEREAS, Assignee desires to acquire said Trademark Rights together with all of the

goodwill of the business symbolized by the Trademark Rights; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which

are hereby acknowledged, Assignor does hereby, grant, assign, transfer, convey and set over unto Assignee, all

of Assignor's right, title and interest in and to the Trademark Rights, and the registration therefor, together with

the goodwill of the business symbolized by the Trademark Rights, all priority rights under any applicable

convention, and all rights to damages and profits, due or accrued, arising out of past infringements of said

Trademark Rights, and the right to sue for and recover the same.

Assignor has not and will not enter into any agreement in conflict with the rights assigned

herein.

IN WITNESS WHEREOF, Assignor has caused this assignment to be executed by its duly

authorized officer effective as of the day and year first written above.

Jarden Corporation

(Assignor)

By:

Name: John E. Capps

Title:

Sr. Vice President, General Counsel, Secretary

Date:

June 30, 2008

TRADEMARK REEL: 003806 FRAME: 0549 STATE OF FLORIDA) ss COUNTY OF PALM BEACH)

On this 30th day of June 2008, before me appeared John E. Capps to me personally known and known to me the person who executed the foregoing Assignment; and who being by me duly sworn, did depose and say that he is the Sr. Vice President, General Counsel, Secretary of JARDEN CORPORATION ("Assignor"), that he is authorized to sign this Assignment on behalf of Assignor, and unto me acknowledged said Assignment to be the free act and deed of Assignor.

Tamica C. Crearer Notary Public



SCHEDULE A ASSIGNED TRADEMARK

COUNTRY	SERIAL NO.	REG. NO.	MARK	STATUS	FILED DATE	REG. DATE
US	75/245,006	2,176,357	FRUIT JELL	Registered	02/18/1997	07/28/1998

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RECORDED: 06/30/2008

TRADEMARK REEL: 003806 FRAME: 0551