

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
Toastmaster, Inc.		05/03/2010	CORPORATION: MISSOURI
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:	2095872	BAGEL PERFECT	
CORRESPONDENCE DATA			
Fax Number:	(954)883-1616		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9548831000		
Email:	tricia.thompkins@applicamail.com		
Correspondent Name:	Applica Consumer Products, Inc.		
Address Line 1:	3633 Flamingo Road		
Address Line 4:	Miramar, FLORIDA 33027		
ATTORNEY DOCKET NUMBER:	PERFECT BROIL – COOKING		
NAME OF SUBMITTER:	Lisa Carstarphen		
Signature:	/Lisa Carstarphen/		
Date:	05/03/2010		

CH \$40.00 2095872

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Toastmaster, Inc., a corporation formed in accordance with the laws of Missouri, located at 3633 Flamingo Road, Miramar, FL 33027 (the "Assignee"), and Applica Consumer Products, Inc., a corporation formed in accordance with the laws of Florida and located at 3633 Flamingo Road, Miramar, FL 33027 (the "Assignor").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations and/or applications for registration set forth on Exhibit A (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on Exhibit A to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

This Trademark Assignment Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

[Signature pages follow]

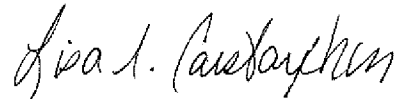
IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date first above written.

TOASTMASTER, INC.



Lisa Carstarphen
Vice President and General Counsel

APPLICA CONSUMER PRODUCTS, INC.



Lisa Carstarphen
Vice President and General Counsel

EXHIBIT A
TRADEMARKS

2095872	BAGEL PERFECT
2302985	TOUCH SENSOR
1658919	SNACKSTER
1839930	BREAD BOX
1808348	CHOPSTER
1698347	COOL STEEL
1319211	KITCHEN DIMENSIONS
1210332	MASTERMIND
1139544	HANDI-PAN
0889665	TOASTMASTER
0973277	
0714252	TOASTMASTER