

**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
Church & Dwight Co., Inc.		05/28/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Armaly Sponge Company
Street Address:	1900 Easy Street
City:	Walled Lake
State/Country:	MICHIGAN
Postal Code:	48390
Entity Type:	CORPORATION: MICHIGAN

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3121786	OXY ACTION

**CORRESPONDENCE DATA**

Fax Number: (734)995-1777  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: patent@butzel.com  
 Correspondent Name: Christopher A. Mitchell  
 Address Line 1: 350 S. Main Street, Ste. 300  
 Address Line 4: Ann Arbor, MICHIGAN 48104

ATTORNEY DOCKET NUMBER:	134949-255
NAME OF SUBMITTER:	Christopher A. Mitchell
Signature:	/Christopher A. Mitchell/
Date:	05/28/2010

Total Attachments: 2

**900163354**

**TRADEMARK  
 REEL: 004215 FRAME: 0225**

**CH \$40.00 3121786**

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## TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT ("Assignment") made as of March 12, 2010, by and between CHURCH & DWIGHT CO., INC., a Delaware corporation ("Seller"), and ARMALY SPONGE COMPANY, a Michigan corporation ("the Purchaser").

WHEREAS, Seller, Purchaser, Armaly and JAGCO, L.L.C. have entered into an Asset Purchase Agreement, dated as of March 1, 2010 (the "Asset Purchase Agreement"), pursuant to which, among other things, Seller has agreed to sell, assign, transfer, convey and deliver to Purchaser, and Purchaser has agreed to purchase from Seller, certain trademark registrations and applications, as well as any unregistered trademarks and trade dress owned by Seller and used or held for use exclusively in the conduct of the Business.

NOW, THEREFORE, in consideration of the sum of One Dollar and the mutual covenants and obligations set forth herein and in the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller does hereby sell, transfer, assign and deliver unto Purchaser the entire right, title and interest in and to the following Trademark:

Mark	Reg. No.	Reg. Date
OXY ACTION	3,121,786	July 25, 2006

To be held and enjoyed by Purchase as fully and entirely as it would have been held and enjoyed by Seller if this agreement had not been made, including all claims, demands and rights of recovery that Seller has or may have in profits and damages for past and future infringements of the Trademark, if any, and all rights to compromise, sue for, and collect such profits and damages, together with all goodwill and the portion of the Transferred Assets associated herewith.

Seller shall execute such individual confirmatory assignment deeds, change of name or address certificates or other documents prepared by Purchaser, at Purchaser's expense, necessary for the effectuation or recordation of this Assignment.

This Assignment shall be effective as of the date first above written.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be executed and delivered as of the date first written above.

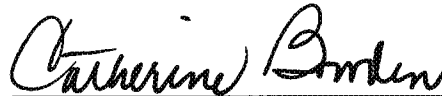
CHURCH & DWIGHT CO., INC.

By:   
Name: David J. Schuman  
Title: Assistant Corporate Secretary

STATE OF NEW JERSEY        )  
  :  
  )        SS  
  
COUNTY OF MERCER        )

BEFORE ME, the undersigned authority, a Notary Public in and for said County and State, on this day personally appeared David J. Schuman, the Assistant Corporate Secretary of Church & Dwight Co., Inc., known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of such Corporation, and that such person executed the same for and as the act of such Corporation for the purposes and consideration therein expressed and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this 28<sup>th</sup> day of May, 2010.



Notary Public

CATHERINE BOWDEN  
NOTARY PUBLIC OF NEW JERSEY  
COMMISSION EXPIRES SEPTEMBER 15, 2013