

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------|----------|----------------|-------------------------|
| Johnson & Johnson | | 10/29/2010 | CORPORATION: NEW JERSEY |

RECEIVING PARTY DATA

| | |
|--------------------------|-----------------------|
| Name: | GOJO Industries, Inc. |
| Street Address: | One GOJO Plaza |
| Internal Address: | Suite 500 |
| City: | Akron |
| State/Country: | OHIO |
| Postal Code: | 44311 |
| Entity Type: | CORPORATION: OHIO |

PROPERTY NUMBERS Total: 10

| Property Type | Number | Word Mark |
|----------------------|----------|--------------------------------------|
| Registration Number: | 1710677 | PURELL |
| Registration Number: | 1696754 | PURELL |
| Registration Number: | 2321519 | PURELL |
| Registration Number: | 2943365 | |
| Registration Number: | 2915254 | PURELL.COM |
| Registration Number: | 3273969 | PURELL |
| Registration Number: | 3815047 | PURIFYING ESSENTIALS |
| Registration Number: | 3468606 | |
| Registration Number: | 3227956 | IMAGINE A TOUCHABLE WORLD |
| Serial Number: | 77586871 | CLEAN THE HANDS THAT TREAT THE WOUND |

CORRESPONDENCE DATA

Fax Number: (330)867-5290

900175774

**TRADEMARK
 REEL: 004416 FRAME: 0625**

OP \$265.00 1710677

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

Phone: 3308675288
Email: sapetrosky@aol.com
Correspondent Name: Sylvia A. Petrosky
Address Line 1: 2273 Smith Road
Address Line 4: Akron, OHIO 44333

| | |
|--------------------|----------------------|
| NAME OF SUBMITTER: | Sylvia A. Petrosky |
| Signature: | /Sylvia A. Petrosky/ |
| Date: | 11/18/2010 |

Total Attachments: 7

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Johnson & Johnson, a New Jersey corporation ("Assignor"), is the sole and exclusive owner of the trademarks and the trademark registrations and pending applications identified on Exhibit A attached hereto ("Marks"); and

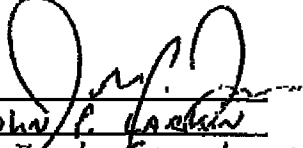
WHEREAS, GOJO Industries, Inc. ("Assignee"), is desirous of acquiring said Marks and the registration applications and registrations therefor set out on Exhibit A;

NOW, THEREFORE, in consideration of the sum of \$1.00 and other good and valuable consideration paid by Assignee to Assignor, the receipt of which is hereby acknowledged, Assignor does hereby irrevocably assign, transfer, convey and deliver to Assignee effective as of October 29, 2010, and Assignee hereby accepts, all right, title and interest in and to the said Marks, including any common law, statutory and other rights associated therewith, together with the good will of the business associated with the use of and symbolized by the Marks (if any), and all the registration applications and registrations therefor, and all rights to (i) bring an action, whether at law or in equity, for past, present or future infringement, dilution, misappropriation, misuse or other violation of the Marks against any third party, (ii) any proceeds, benefits, privileges, causes of action, and remedies relating to the Marks, and (iii) recover damages, profits and injunctive relief for all past, present or future infringement, dilution, misappropriation, misuse, or other violation of the Marks.

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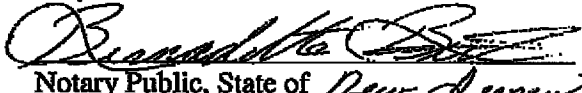
IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed in its name as of the date first above written.

JOHNSON & JOHNSON

By: 
Name: John L. Larkin
Title: Assistant Secretary

State of New Jersey)
) ss.
County of Middlesex)

On this 29th day of October, 2010, before me appeared John Larkin, the person who signed this instrument, who acknowledged that he signed it as a free act of his own on behalf of the identified corporation with authority to do so.


Notary Public, State of New Jersey
My Commission Expires 11-5-2014
Recorded in Middlesex County

BERNADETTE M. BECK
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES NOV. 5, 2014

EXHIBIT A.

(Marks)

Exhibit A to Assignment of Trademarks

**TRADEMARK
REEL: 004416 FRAME: 0629**

Portions Redacted

| | | | | | |
|-------------------|--------|----------|---------|----|---|
| PURELL.COM | U.S.A. | 12/28/04 | 2915254 | 35 | ✓ |
| | | | | | |
| PURELL AND DESIGN | U.S.A. | 12/12/06 | 3468606 | 5 | ✓ |

| | | | | | | | |
|----------------------|--------|-----------|---------|----------|---------|-------|---|
| PURELL | U.S.A. | 74/042620 | 1696754 | 3/26/90 | 6/23/92 | 5 | ✓ |
| PURELL AND DESIGN | U.S.A. | 77/030666 | 3273969 | 10/27/06 | 8/7/07 | 5 | ✓ |
| PURELL BOTTLE DESIGN | U.S.A. | 76/522622 | 2943365 | 6/13/03 | 4/26/05 | 3 & 5 | ✓ |

| | | | | | | | |
|--------------------------------------|--------|-----------|---------|---------|---------|---|---|
| PURIFYING ESSENTIALS | U.S.A. | 77/466443 | 3815047 | 5/6/08 | 7/6/10 | 5 | ✓ |
| CLEAN THE HANDS THAT TREAT THE WOUND | U.S.A. | 77/586871 | N/A | 10/7/08 | N/A | 5 | ✓ |
| | | | | | | | |
| IMAGINE A TOUCHABLE WORLD | U.S.A. | 78/925732 | 3227956 | 7/10/06 | 4/10/07 | 5 | ✓ |

| | | | | | | | |
|----------------------|--------|-----------|---------|---------|---------|---|---|
| PURELL | U.S.A. | 74/042945 | 1710677 | 3/26/90 | 8/25/92 | 5 | ✓ |
| PURELL AND DESIGN | U.S.A. | 75/649376 | 2321519 | 2/25/99 | 2/22/00 | 5 | ✓ |