

OMB No. 0951-0011 (exp. 4/94)

TRADEMARKS ONLY

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

U.S.A. DETERGENT INC. (a/k/a USA DETERGENTS INC.)

- Individual(s) Association
General Partnership Limited Partnership
Corporation-State NEW JERSEY
Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
Security Agreement Change of Name
Other

Execution Date: JUNE 14, 1995

2. Name and address of receiving party(ies)

Name: USA DETERGENTS, INC.

Internal Address:

Street Address: 1735 Jersey Avenue, Suite 2

City: North Brunswick State: NJ ZIP: 08902

- Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Delaware
Other

If assignee is not domiciled in the United States, a domestic representative designator is attached: Yes No

(Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,656,550

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: GEOFFREY I. LANDAU

Internal Address:

Street Address: LACKENBACH SIEGEL P.O. Box 416

City: SCARSDALE State: NY ZIP: 10583

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
Authorized to be charged to deposit account

Please charge any additional fees due, or credit any over payment to:

8. Deposit account number:

10-0100 Attach duplicate copy of this page if paying by deposit account

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

GEOFFREY I. LANDAU

Name of Person Signing

[Signature]

Signature

11/20/03

Date

Total number of pages including cover sheet, attachments, and document: 5

FAX NO.

700053657 723-4301

Mail documents to be recorded with required cover sheet Information TRADEMARK

Commissioner of Patents & Trademarks, Box Assignments

Washington, D.C. 20231

REEL: 002750 FRAME: 0857

CFR \$40.00 100-100 1656550

MASTER ASSIGNMENT

WHEREAS, U.S.A. DETERGENT INC., a New Jersey corporation with offices at 1735 Jersey Avenue, Suite 2, North Brunswick, New Jersey 08902 (hereinafter referred to as "ASSIGNOR"), was the owner of all right, title and interest in and to the trademarks listed in Schedule A hereto, which have been filed and/or registered as set forth thereon (hereinafter referred to as the "Marks");

WHEREAS, USA DETERGENTS, INC., a Delaware corporation with offices at 1735 Jersey Avenue, Suite 2, North Brunswick, New Jersey 08902 (hereinafter referred to as "ASSIGNEE"), was desirous of acquiring the aforesaid Marks, together with the goodwill of the business symbolized by the Marks in such countries and in connection with such Marks as is deemed necessary by ASSIGNEE;

WHEREAS, by agreement ASSIGNEE received the entire right, title, and interest in and to the aforesaid Marks, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation throughout the world in the various Trademark Offices recording title in and to the aforesaid Marks in the name of ASSIGNEE.

NOW, THEREFORE, effective as of June 14, 1995, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR hereby acknowledges and confirms its prior said transfer, and does hereby sell, assign, and transfer unto said ASSIGNEE all rights, title and interest in and to said Marks, including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefor, and any and all renewals thereof for the Marks, together with the goodwill of the business symbolized thereby in such countries and in connection with such Marks as is deemed necessary by ASSIGNEE, and further including, without limitation, all claims, benefits, obligations, and liabilities for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Marks and the applications and registrations thereof.

ASSIGNOR represents that: (i) it is the owner of all rights, title, and interests in and to the Marks and that it has the authority to make this Master Assignment; (ii) there are no current or effective licenses, assignments, security interests, or other encumbrances of or relating to the Marks that have been entered into, or arisen, since June 14, 1995; and (iii) it knows of no other person or entity which has the right to use, or has made any claim pertaining to the right to use the Marks.

ASSIGNOR warrants that: (i) all use of the Marks by ASSIGNOR shall cease; and (ii) it shall not contest or challenge, or aid any other person or entity in so contesting or challenging, the validity of the Marks or ASSIGNEE=s ownership thereof.

ASSIGNOR expressly agrees to execute, acknowledge, and deliver such documents and other instruments as may be requested by ASSIGNEE to evidence or effectuate the sale, assignment, transfer, conveyance, and delivery of the Marks to ASSIGNEE.

ASSIGNOR: U.S.A DETERGENT INC.

BY: [Signature]

NAME: URI M. EVAN

TITLE: Chief Executive Officer

DATE: November 19, 2003

Witness: [Signature]

Witness: [Signature]

ACCEPTED BY ASSIGNEE: USA DETERGENTS, INC.

BY: [Signature]

NAME: URI M. EVAN

TITLE: Chief Executive Officer

DATE: November 19, 2003

Witness: [Signature]

Witness: [Signature]

STATE OF New Jersey
) ss.
COUNTY OF Middlesex

On this 19th day of November 2003, before me personally came URI EVAN, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument, and being by me duly sworn, did depose and say that he is the Chief Executive Officer of ASSIGNOR U.S.A. DETERGENT INC., the corporation described in and which executed the within instrument, and that he executed the same in such capacity, and that by his signature on the within instrument, U.S.A. DETERGENT INC. duly executed this MASTER ASSIGNMENT.

Susan Beckerman
NOTARY PUBLIC

SUSAN BECKERMAN
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 4/14/2006

STATE OF New Jersey
) ss.
COUNTY OF Middlesex

On this 19th day of November 2003, before me personally came URI EVAN, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument, and being by me duly sworn, did depose and say that he is the Chief Executive Officer of ASSIGNEE USA DETERGENTS, INC., the corporation described in and which executed the within instrument, and that he executed the same in such capacity, and that by his signature on the within instrument, USA DETERGENTS, INC. duly executed this MASTER ASSIGNMENT.

Susan Beckerman
NOTARY PUBLIC

SUSAN BECKERMAN
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 4/14/2004

Schedule A

<u>Trademark</u>	<u>Appl./Reg. No.</u>	<u>Country</u>
CRYSTAL SHINE	460407	Mexico
TOUCH OF GLASS	165140	Mexico
FINE CARE	346215	South Korea
TOUCH OF GLASS	346216	South Korea
FINE CARE	00685720	Taiwan
SWISS PINE	1,656,550	U.S.A.

O:\1 Documents\2003\USA Detergents, Inc\GIN\Assignment.word.doc