# 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
Ashland Inc.		03/31/2005	CORPORATION:

#### **RECEIVING PARTY DATA**

Name:	Ashland Licensing and Intellectual Property LLC	
Street Address:	5200 Blazer Parkway	
City:	Dublin	
State/Country:	ОНЮ	
Postal Code:	43017	
Entity Type:	LIMITED LIABILITY COMPANY:	

#### PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78386448	V VALVOLINE PROFESSIONAL SERIES

## **CORRESPONDENCE DATA**

Fax Number: (859)357-7147

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

Email: pafredrick@ashland.com

Correspondent Name: J. Michael Peffer
Address Line 1: 3499 Blazer Parkway

Address Line 4: Lexington, KENTUCKY 40509

ATTORNEY DOCKET NUMBER:	91830AUS
NAME OF SUBMITTER:	/J. Michael Peffer/
Signature:	/J. Michael Peffer/
Date:	10/03/2006

Total Attachments: 1

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## TRADEMARK ASSIGNMENT

WHEREAS, **Ashland Inc.**, a corporation organized under the laws of the State of Kentucky , U.S.A. whose business address is 50 E. RiverCenter Boulevard, Covington, Kentucky 41012-0391, U.S.A., (hereinafter "Assignor") is the owner of the V VALVOLINE PROFESSIONAL SERIES (DESIGN) trademark and U. S. Trademark Application No. 78/386448 (hereinafter "the Trademark") and the related goodwill therefore.

WHEREAS, **Ashland Licensing and Intellectual Property LLC**, a limited liability company organized under the laws of the State of Delaware, U.S.A., whose business address is 5200 Blazer Parkway, Dublin, Ohio 43017, U.S.A. (hereinafter "Assignee"), desires to acquire the Trademark and related goodwill therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the trademark, including all claims for damages for past infringement, together with the goodwill of the business symbolized by the Trademark.

This Assignment shall be effective on March 31, 2005.

Ashland Inc.

By:

STATE OF KENTUCKY COUNTY OF FAYETTE UNITED STATES OF AMERICA

**RECORDED: 10/03/2006** 

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On this 31<sup>st</sup> day of March, 2005, J. Michael Peffer, personally appeared and executed the foregoing instrument before me and acknowledged that he executed the same of his own free will and for the purposes set forth with authority to do so.

Notary Public

My Commission Expires October 16, 300

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