

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
Wilkinson Sword Limited		11/11/2006	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Eveready Battery Company, Inc.		
Street Address:	533 Maryville University Drive		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63141		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2920238	DARTMOOR	
CORRESPONDENCE DATA			
Fax Number:	(314)985-2232		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-985-2177		
Email:	SondraD.Schol@Energizer.com		
Correspondent Name:	Sondra D Schol		
Address Line 1:	533 Maryville University Drive		
Address Line 4:	St. Louis, MISSOURI 63141		
ATTORNEY DOCKET NUMBER:	06D40533		
NAME OF SUBMITTER:	Sondra D Schol		
Signature:	/Sondra D Schol/		
Date:	12/08/2006		

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Total Attachments: 1
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UNITED STATES

DEED OF ASSIGNMENT – TRADEMARK
(WITH THE GOODWILL)

THIS DEED is made between **Wilkinson Sword Limited**, a corporation organized and existing under the laws of the United Kingdom, whose trade or business address is at Sword House Totteridge Road, High Wycombe, Bucks, HP13 6EJ, United Kingdom (hereinafter called “the Assignor”) of the One Part and **Eveready Battery Company, Inc.**, a corporation organized and existing under the laws of Delaware, USA whose address is at 533 Maryville University Drive, St. Louis, Missouri 63141, United States of America (hereinafter called “the Assignee”) of the Other Part.

WHEREAS the Assignor is the registered proprietor of the U.S. Trademark No. **2920238, DARTMOOR**

AND WHEREAS the Assignee is desirous of acquiring the entire right, title and interest in and to the said Registered Trademark **WITH THE GOODWILL** of the business pertaining thereto.

NOW, THEREFORE, TO ALL TO WHOM IT MAY CONCERN, be it known, that for and in consideration of the sum of US\$1.00, the Assignor does sell, assign and transfer unto the Assignee its successors and assigns the said Registered Trademark used by the Assignor in its business **WITH THE GOODWILL** of the business concerned in the goods for which the said Registered Trademark is registered, the same to be held and enjoyed by the Assignee, its successors and assigns.

This Assignment shall be effective as of the 2nd day of October, 2006.

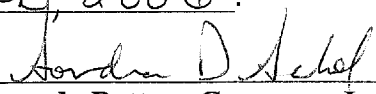
IN WITNESS WHEREOF this Assignment has been signed, for and on behalf of the said Assignor, on the 11th day of NOVEMBER, 2006.

Signed By: COLIN HUTCHINSON


Wilkinson Sword Limited

IN WITNESS WHEREOF this Assignment has been signed, for and on behalf of the said Assignee, on the 6th day of DECEMBER, 2006.

Signed By: SONDRA D SCHOL


Eveready Battery Company, Inc.