

TRADEMARK ASSIGNMENT

Electronic 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
Guillermo Tilayatzí		11/22/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Clorox Company		
Street Address:	1221 Broadway		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94612		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77153367	CLOROMAX	
CORRESPONDENCE DATA			
Fax Number:	(510)271-1652		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(510) 208-1496		
Email:	adam.brink@clorox.com		
Correspondent Name:	Adam C. Brink, Esq.		
Address Line 1:	1221 Broadway		
Address Line 4:	Oakland, CALIFORNIA 94612		
ATTORNEY DOCKET NUMBER:	CLOROMAX ASSIGNMENT		
NAME OF SUBMITTER:	Adam C. Brink, Esq.		
Signature:	/Adam Brink/		
Date:	12/09/2010		

CH \$40.00 77153367

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made effective as of the 22 day of Nov, 2010 between Guillermo Tlilayatzí, a natural person and citizen of California with an address of 10157 Fallon Ave., Yesenia's Marketing, Santa Fe Springs, CA 90670 (the "Assignor") and The Clorox Company, a Delaware corporation with a principal address of 1221 Broadway, Oakland, CA 94612 (the "Assignee").

WHEREAS, Assignor is the owner of United States application Serial No. 77153367 (the "Application") to register the CLOROMAX mark in connection with "Bleaching preparations for household use; Laundry bleach," (the "Trademark");

WHEREAS, Assignee has opposed application Serial No. 77153367 in a proceeding before the Trademark Trial and Appeal Board styled as *Clorox Co. v. Tlilayatzí*, Opposition No. 91194595 (the "Opposition"); and

WHEREAS, Assignee wishes to acquire all of Assignor's rights in and to the Trademark and Application and the goodwill associated therewith.

NOW THEREFORE, in exchange for good and valuable consideration, including the dismissal of the Opposition, the receipt and sufficiency of which is acknowledged, Assignor assigns, transfers, and conveys to Assignee all rights, title, and interests in the United States and throughout the world in and to the Trademark and the Application and all other registrations of, or applications to register, the Trademark (if any), together with the goodwill of the business symbolized by the Trademark and the Application and with the right to recover for damages and profits and all other remedies for past infringements of the Trademark. Assignee shall be responsible for all fees and obligations related to the Application and Trademark as of the date of this Assignment.


THE CLOROX COMPANY

Name: J. DORER

Title: JVP. GM

Date: 11-24-10


GUILLERMO TLILAYATZI

Date: 11-22-10