

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
SCA Personal Care, Inc.		08/10/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SCA Hygiene Products AB		
Street Address:	0		
City:	Goteborg		
State/Country:	SWEDEN		
Postal Code:	E-405 03		
Entity Type:	CORPORATION: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1277957	SERENITY	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2129499022		
Email:	JBSeyler@lawabel.com, Rdahl@lawabel.com		
Correspondent Name:	Abelman Frayne & Schwab		
Address Line 1:	666 Third Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8004404		
DOMESTIC REPRESENTATIVE			
Name:	Abelman Frayne & Schwab		
Address Line 1:	666 Third Avenue		
Address Line 4:	New York, NEW YORK 10017		

OP \$40.00 1277957

900199498

**TRADEMARK
 REEL: 004602 FRAME: 0828**

NAME OF SUBMITTER:	Julie B. Seyler
Signature:	/Julie B. Seyler/
Date:	08/11/2011
Total Attachments: 1 source=SCA PERSONAL CARE INC AND SCAHYGIENE PRODUCTS AB -ASSIGNMENT 8-11-11#page1.tif	

ASSIGNMENT

WHEREAS, **SCA Personal Care, Inc.**, a Delaware corporation, with a business address at 2929 Arch Street, Suite 2600, Philadelphia, Pennsylvania 19104 (hereinafter called the Assignor), is the owner of the following registered trademark in the United States Patent and Trademark Office:

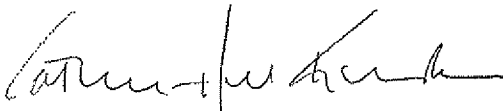
TRADEMARK	REG. DATE	REG. NO.
SERENITY	May 15, 1984	1,277,957

AND WHEREAS, **SCA Hygiene Products AB**, a Swedish corporation with a business address at E-405 03, Goteborg, Sweden (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and trademark registration;

NOW THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign, and transfer unto said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark and trademark registration together with that portion of the ongoing and existing business to which the trademarks pertain, and together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 10th day of August, 2011.

ASSIGNOR: **SCA Personal Care, Inc.**



(By) Catherine Hill Kunda

(Title) Assistant Secretary