

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
Ashland Inc.		08/18/2011	CORPORATION: KENTUCKY
RECEIVING PARTY DATA			
Name:	Ashland Licensing and Intellectual Property LLC		
Street Address:	5200 Blazer Parkway		
City:	Dublin		
State/Country:	OHIO		
Postal Code:	43017		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3139935	TOUGH DRIVING FORMULA	
CORRESPONDENCE DATA			
Fax Number:	(614)790-4268		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	614-790-3105		
Email:	pecarothers@ashland.com		
Correspondent Name:	Patricia Carothers/Ashland Inc.		
Address Line 1:	5200 Blazer Parkway		
Address Line 2:	DA5		
Address Line 4:	Dublin, OHIO 43017		
NAME OF SUBMITTER:	Patricia Carothers		
Signature:	/Patricia Carothers/		
Date:	08/18/2011		
Total Attachments: 2 source=Assignment3139935#page1.tif source=Assignment3139935#page2.tif			

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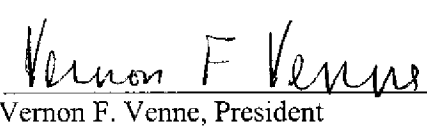
WHEREAS, **Ashland Inc.**, a corporation organized under the laws of the State of Kentucky, U.S.A., whose business address is 50 E. RiverCenter Boulevard, Covington, Kentucky 41012-0391, U.S.A., (hereinafter "Assignor"), has adopted and used and is the owner of the trademarks shown on the attached Schedule A and the registrations and related goodwill therefor (hereinafter "the Trademarks").

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 Trademarks;

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 Trademarks, including all claims for damages for past infringement, together with the goodwill of the business symbolized by the Trademarks.

This Assignment shall be effective on **June 29, 2006.**

Ashland Inc.
By: 
Mark Stach, Assistant Secretary *pec*

Ashland Licensing and Intellectual Property LLC
By: 
Vernon F. Venne, President *pec*

STATE OF OHIO) ss.
COUNTY OF FRANKLIN)
UNITED STATES OF AMERICA)

On this 18th day of August, 2011, Mark Stach and Vernon F. Venne personally appeared and executed the foregoing instrument before me and acknowledged that they executed the same, of their own free will and for the purposes set forth with authority to do so.


Notary Public

pec\08d9173B



PATRICIA E. CAROTHERS
NOTARY PUBLIC, STATE OF OHIO
MY COMMISSION EXPIRES 01/17/2015

**SCHEDULE A
TRADEMARK ASSIGNMENT
United States of America**

TRADEMARK	APPLICATION NUMBER	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE
TOUGH DRIVING FORMULA	78/409588	April 28, 2004	3139935	September 5, 2006