

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
BRITAX Excelsior Limited		05/25/2012	Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	BRITAX Childcare Holdings Limited		
Street Address:	3000 Hillswood Drive		
Internal Address:	Hillswood Business Park		
City:	Chertsey, Surrey		
State/Country:	UNITED KINGDOM		
Postal Code:	KT16 0RS		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2869497	BRITAX	
Registration Number:	2340089	BRITAX	
Registration Number:	1337770	BRITAX	
CORRESPONDENCE DATA			
Fax Number:	2125099559		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2125095050		
Email:	tm-group@wg-law.com		
Correspondent Name:	Thilo C. Agthe		
Address Line 1:	100 Wall Street, 21st Floor		
Address Line 4:	New York, NEW YORK 10005		
ATTORNEY DOCKET NUMBER:	5045-245		

OP \$90.00 2869497

DOMESTIC REPRESENTATIVE

Name: Thilo C. Agthe
Address Line 1: 100 Wall Street, 10th Floor
Address Line 4: New York, NEW YORK 10005

NAME OF SUBMITTER:	Thilo C. Agthe
Signature:	/Thilo C. Agthe/
Date:	05/25/2012
Total Attachments: 2 source=BRITAX_Assignment#page1.tif source=BRITAX_Assignment#page2.tif	

ASSIGNMENT OF TRADEMARK(S)

WHEREAS, BRITAX Excelsior Limited, a limited company, organized under the laws of the United Kingdom, with an address at 3000 Hillswood Drive, Hillswood Business Park, Chertsey, Surrey, KT16 0RS, (hereinafter referred to as "Assignor"), has adopted and used and is using the trademark(s) (the "Mark(s)") listed on the attached Schedule A annexed hereto and made a part hereof, which trademark(s) is/are registered or pending in the United States Patent and Trademark Office with Registration and Serial Number(s) and date(s) of registration or application, as shown on Schedule A;

WHEREAS, BRITAX Childcare Holdings Limited, a limited company organized under the laws of the United Kingdom, with an address at 3000 Hillswood Drive, Hillswood Business Park, Chertsey, Surrey, KT16 0RS, (hereinafter referred to as "Assignee"), is desirous of acquiring the Mark(s) and the registration(s)/application(s) thereof which are set forth on Schedule A;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all rights, title and interest in and to the Mark(s) listed on the attached Schedule A, together with the goodwill of the business symbolized by the Mark(s), all causes of action for past infringement thereof, and the registration(s) and application(s) thereof as set forth in Schedule A.

[ASSIGNOR]

By: _____
Name: PAUL SECRETARY
Title: DIRECTOR

[ASSIGNEE]

By: _____
Name: PAUL SECRETARY
Title: DIRECTOR

SCHEDULE A
Registered Mark(s).

Mark	Reg. No.	Date of Registration	Goods/Services
BRITAX	1337770	May 28, 1985	
BRITAX	2869497	August 03, 2004	
BRITAX	3449717	June 17, 2008	
BRITAX	2340089	April 11, 2000	

Pending Application(s).

Mark	Serial. No.	Date of Application	Goods/Services