

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|------------------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------|----------|----------------|--------------------|
| Royal Purple, Inc. | | 07/02/2012 | CORPORATION: TEXAS |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | Royal Purple, LLC |
| Street Address: | 1 Royal Purple Lane |
| City: | Porter |
| State/Country: | TEXAS |
| Postal Code: | 77365 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 51

| Property Type | Number | Word Mark |
|----------------------|---------|-------------------|
| Registration Number: | 2055392 | AEGIS |
| Registration Number: | 2286913 | BARRIER FLUID FDA |
| Registration Number: | 2177927 | BARRIER FLUID GT |
| Registration Number: | 2585402 | BEYOND SYNTHETIC |
| Registration Number: | 2052695 | CRYSTAL-CLEAR |
| Registration Number: | 2088992 | CRYSTAL-PURE |
| Registration Number: | 2052697 | DEZEL HI-BASE |
| Registration Number: | 4092666 | HP2-C |
| Registration Number: | 4092665 | HPM |
| Registration Number: | 4122016 | HPS |
| Registration Number: | 3883174 | IREV |
| Registration Number: | 2059184 | MAX ATF |
| Registration Number: | 2043704 | MAX EZ |
| Registration Number: | 2069304 | MAX GEAR |

OP \$1290.00 2055392

| | | |
|----------------------|----------|---------------------------------------|
| Registration Number: | 2050987 | MAX-CHAIN |
| Registration Number: | 2052815 | MAX-CLEAN |
| Registration Number: | 2847341 | MAXCYCLE |
| Registration Number: | 2180584 | MAXFILM |
| Registration Number: | 2052696 | MAX-GUARD |
| Registration Number: | 2953996 | |
| Registration Number: | 2691774 | |
| Registration Number: | 3203213 | |
| Registration Number: | 3819988 | |
| Registration Number: | 2043703 | PARAFILM |
| Registration Number: | 2075485 | PARA-SYN |
| Registration Number: | 1721325 | PERFORMANCE UNDER PRESSURE |
| Registration Number: | 2055186 | POLY-GUARD |
| Registration Number: | 3099780 | PURPLE EXTREME |
| Registration Number: | 2353660 | PURPLE ICE |
| Registration Number: | 2055393 | QUADREX |
| Registration Number: | 2075539 | ROYAL GUARD |
| Registration Number: | 2125544 | ROYAL PURPLE |
| Registration Number: | 3689740 | ROYAL PURPLE |
| Registration Number: | 2335522 | ROYAL PURPLE |
| Registration Number: | 2223271 | ROYAL PURPLE SYNTHETIC MOTOR OIL |
| Registration Number: | 2999992 | ROYAL PURPLE SYNTHETIC OIL |
| Registration Number: | 2369880 | ROYAL PURPLE ULTRA PERFORMANCE |
| Registration Number: | 2618244 | SYNCHROMAX |
| Registration Number: | 4107141 | SYNDRAULIC |
| Registration Number: | 1929704 | SYNERGY |
| Registration Number: | 2197499 | SYNERLEC |
| Registration Number: | 1721326 | SYNFILM |
| Registration Number: | 2081216 | SYN-MIST |
| Serial Number: | 76708749 | SYNTHETIC DEFENSE |
| Registration Number: | 4119911 | SYNTRACTOR |
| Registration Number: | 2567472 | THE PERFORMANCE OIL THAT OUTPERFORMS! |
| Registration Number: | 3888205 | THE ULTIMATE OIL CHANGE |
| Registration Number: | 2057230 | THERMYL-GLYDE |
| Registration Number: | 2085702 | THERMYL-TUFF |

| | | |
|----------------------|---------|-------------------|
| | 2360988 | ULTRA PERFORMANCE |
| Registration Number: | 3214620 | XPR |

CORRESPONDENCE DATA

Fax Number: 7136515246
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (713) 651-5151
 Email: tleibovitz@fulbright.com
 Correspondent Name: Tracy J. Leibovitz
 Address Line 1: 1301 McKinney
 Address Line 2: Suite 5100
 Address Line 4: Houston, TEXAS 77010

| | |
|--------------------|--------------------|
| NAME OF SUBMITTER: | Tracy J. Leibovitz |
| Signature: | /tjl/ |
| Date: | 07/24/2012 |

Total Attachments: 6
 source=RP - Cert of Conv TX to DE#page1.tif
 source=RP - Cert of Conv TX to DE#page2.tif
 source=RP - Cert of Conv TX to DE#page3.tif
 source=RP - Cert of Conv Inc to LLC#page1.tif
 source=RP - Cert of Conv Inc to LLC#page2.tif
 source=RP - Cert of Conv Inc to LLC#page3.tif

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A TEXAS CORPORATION UNDER THE NAME OF "ROYAL PURPLE, INC." TO A DELAWARE CORPORATION, FILED IN THIS OFFICE ON THE SECOND DAY OF JULY, A.D. 2012, AT 3:51 O'CLOCK P.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

5178501 8100V

120799697

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9684909

DATE: 07-02-12

TRADEMARK
REEL: 004827 FRAME: 0807

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A TEXAS CORPORATION TO A
DELAWARE CORPORATION PURSUANT TO
SECTION 265 OF THE DELAWARE GENERAL CORPORATION LAW

- 1.) The jurisdiction where the Non-Delaware Corporation first formed is Texas.
- 2.) The jurisdiction immediately prior to filing this Certificate is Texas.
- 3.) The date the Non-Delaware Corporation first formed is June 29, 2007.
- 4.) The name of the Non-Delaware Corporation immediately prior to filing this Certificate is:

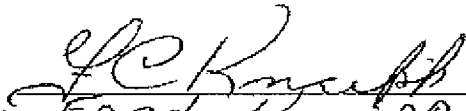
Royal Purple, Inc.

- 5.) The name of the Corporation as set forth in the Certificate of Incorporation is:

Royal Purple, Inc.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned being duly authorized to sign on behalf of the converting Non-Delaware Corporation has executed this Certificate on the 2nd day of July, 2012.

By: 
Name: Fred Kneipp
Title: COO/CFO

Signature Page to Certificate of Conversion -- Royal Purple, Inc. to Royal Purple, Inc.

HN1914222.2

TRADEMARK
REEL: 004827 FRAME: 0809

Delaware

PAGE 1

The First State


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "ROYAL PURPLE, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "ROYAL PURPLE, INC." TO "ROYAL PURPLE, LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF JULY, A.D. 2012, AT 4 O'CLOCK P.M.

5178501 8100V

120799706

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9685742

DATE: 07-03-12

TRADEMARK
REEL: 004827 FRAME: 0810

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is July 2, 2012.
- 4.) The name of the corporation immediately prior to filing this Certificate is:

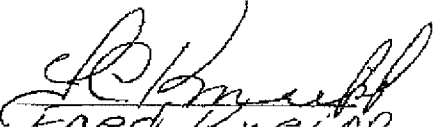
Royal Purple, Inc.

- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is:

Royal Purple, LLC

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the 2nd
day of July, 2012.

By: 
Name: Fred Kneiff
Title: COO/CFD

[Signature page to Certificate of Conversion of Royal Purple, Inc. to Royal Purple, LLC]

HM934218.3