

## 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 Licensing and Intellectual Property LLC   |  | 07/30/2012     | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA  |  |                |                                     |
| Name:   | Hercules Incorporated                        |                |                                     |
| Street Address:   | 500 Hercules Road                            |                |                                     |
| City:   | Wilmington                                   |                |                                     |
| State/Country:  | DELAWARE                                     |                |                                     |
| Postal Code:  | 19808  |                |                                     |
| Entity Type:  | CORPORATION: DELAWARE                        |                |                                     |
| PROPERTY NUMBERS Total: 1   |  |                |                                     |
| Property Type   | Number                                       | Word Mark      |                                     |
| Registration Number:  | 1525072                                      | PERFORMAX      |                                     |
| CORRESPONDENCE DATA   |  |                |                                     |
| Fax Number:   | 6147904268                                   |                |                                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</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:   | 07/30/2012                                   |                |                                     |
| Total Attachments: 2<br>source=assignmentPerformax#page1.tif<br>source=assignmentPerformax#page2.tif                  |  |                |                                     |

CH \$40.00 1525072

**TRADEMARK ASSIGNMENT**

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 "Assignor"), has adopted and used and is the owner of the trademark shown on the attached Schedule A and the registration and related goodwill therefor (hereinafter "the Trademark").

WHEREAS, **Hercules Incorporated**, a corporation organized under the laws of the State of Delaware, U.S.A., whose business address is 500 Hercules Road, Wilmington, Delaware 19808, U.S.A., (hereinafter "Assignee"), desires to acquire the Trademark;

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

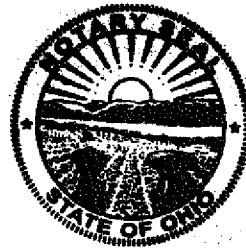
Ashland Licensing and Intellectual Property LLC

By: Vernon F. Venne  
Vernon F. Venne, President *JVC*

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

On this 30<sup>th</sup> day of July, 2012, Vernon F. Venne personally appeared and executed the foregoing instrument before me and acknowledged that he executed the same, of his own free will and for the purposes set forth with authority to do so.

Patricia E. Carothers  
Notary Public



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

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**SCHEDULE A  
TRADEMARK ASSIGNMENT**

| <b>TRADEMARK</b> | <b>REGISTRATION NUMBER</b> | <b>REGISTRATION DATE</b> |
|------------------|----------------------------|--------------------------|
| PERFORMAX        | 1525072                    | February 21, 1989        |