

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
Philips Oral Healthcare Inc.		01/25/2013	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	Ranir, LLC		
Street Address:	4701 East Paris Avenue SE		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49512		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1693080	ELITE	
CORRESPONDENCE DATA			
Fax Number:	6169578196		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	616-949-9610		
Email:	ptomail@priceheneveld.com		
Correspondent Name:	H. W. Reick		
Address Line 1:	695 Kenmoor SE		
Address Line 2:	P O Box 2567		
Address Line 4:	Grand Rapids, MICHIGAN 49501		
ATTORNEY DOCKET NUMBER:	RAN007 T329		
NAME OF SUBMITTER:	H. W. Reick		
Signature:	/Winthrop/		
Date:	05/14/2013		
Total Attachments: 1 source=17A8816#page1.tif			

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EXHIBIT A

SHORT FORM TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Philips Oral Healthcare Inc., a Washington Corporation, is the owner of the Trademarks:

ELITE - U.S. Registration No. 1,693,080

ELITE - Common Law (all rights associated with toothbrushes)

(hereinafter, the "Trademarks"), which trademark is registered in the United States Patent and Trademarks Office and other Trademark Offices as follows;

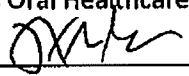
WHEREAS, Ranir, LLC a Limited Liability Company, organized under the laws of the State of Delaware ("Ranir"), wishes to acquire all rights in the Trademarks together with the goodwill of the business symbolized by said trademark;

WHEREAS, Philips and Ranir entered into a TRADEMARK TRANSFER AND LICENSE AGREEMENT on 12A-~~2~~ 2013 wherein Philips assigned to Ranir all rights in the Trademarks together with the goodwill of the business symbolized by said trademark; and

WHEREAS, Ranir wish to record this assignment with the U.S. Patent and Trademark Office.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, pursuant to the TRADEMARK TRANSFER AND LICENSE AGREEMENT, Philips Oral Healthcare, Inc. has and does hereby assign to Ranir, LLC all right, title and interest in and to said ELITE common-law trademark and said ELITE trademark registration, together with the goodwill of the business symbolized by said trademark, including the explicit right to recover damages for past infringement of the trademark, and all right, title and interest in said trademark, registered or unregistered in any and all jurisdictions, worldwide.

Philips Oral Healthcare, Inc.

By: 

Name: FRANK McCallis

Dated: 1-25-13

Title: CEO + General Mgr Philips Oral Healthcare