

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
WWRD IPCo LLC		04/11/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Fairey Industrial Ceramics Limited		
Street Address:	Lymedale Cross, Lower Milehouse Lane,		
City:	Newcastle-under-Lyme, Staffordshire		
State/Country:	UNITED KINGDOM		
Postal Code:	ST5 9BT		
Entity Type:	limited company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3098908	DOULTON	
CORRESPONDENCE DATA			
Fax Number:	2165796073		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2165791700		
Email:	dklett@pearne.com		
Correspondent Name:	Pearne & Gordon LLP		
Address Line 1:	1801 East 9th Street		
Address Line 2:	Suite 1200		
Address Line 4:	Cleveland, OHIO 44114		
ATTORNEY DOCKET NUMBER:	FICL-51246		
DOMESTIC REPRESENTATIVE			
Name:			

CH \$40.00 3098908

Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Steven J. Solomon

Signature:

/stevenjsolomon/

Date:

06/07/2013

Total Attachments: 6

source=FICL-51246-Assign-redacted#page1.tif

source=FICL-51246-Assign-redacted#page2.tif

source=FICL-51246-Assign-redacted#page3.tif

source=FICL-51246-Assign-redacted#page4.tif

source=FICL-51246-Assign-redacted#page5.tif

source=FICL-51246-Assign-redacted#page6.tif

Assignment of U.S. Trade Mark with Goodwill

Parties:

- (1) 'The Assignor': WWRD IPCo LLC

of 2711 Centerville Road, Suite 400, Wilmington, Delaware, DE 19808, United States of America.

- (2) 'The Assignee': Fairey Industrial Ceramics Limited

of Lymedale Cross, Lower Milehouse Lane, Newcastle-under-Lyme, Staffordshire, ST5 9BT, United Kingdom.

Recitals:

- (A) The Assignor is the proprietor of a U.S. Trade Mark Registration particulars of which are set out in Schedule 1 below hereto (hereinafter called 'the Trade Mark').
- (B) The Assignor has agreed to assign to the Assignee under the terms and conditions set out in a Trade Mark Sale and Purchase Agreement ('the Agreement') between the parties hereto and completed on equal date as the present Assignment, the Trade Mark solely to the extent it is registered for goods and services set out in Schedule 2 below hereto ('the Fairey Goods and Services'), together with the goodwill of the business of the Assignor concerned in those same goods and services in respect of which the Trade Mark is registered.

Operative provisions:

1 **Assignment**

In pursuance of the said Agreement and in consideration of the sum of

[REDACTED]
[REDACTED] now paid pursuant to the Agreement by the Assignee to the Assignor (the receipt and sufficiency of which the Assignor hereby acknowledges) the Assignor with full title guarantee HEREBY ASSIGNS unto the Assignee the Trade Mark and the full and exclusive benefit of it solely to the extent it is registered for goods or services within the Fairey Goods and Services, together with the goodwill of the business of the Assignor concerned in those same goods and services in respect of which the Trade Mark is registered TO HOLD the same unto the Assignee absolutely.

2 **Counterparts**

This deed of assignment may be executed in any number of counterparts, each of which is an original and which together have the same effect as if each party had signed the same document.

IN WITNESS of which this Assignment has been executed as a Deed and delivered the date and year written below.

SCHEDULE 1

Registration

COUNTRY	MARK	NUMBER	DATE	CLASS
United States of America	DOULTON	3098908	30 May 2006	11

SCHEDULE 2

'Fairey Goods and Services'

"Filters; filters (parts of household or industrial installations); sanitary and water supply apparatus and installations; feedwater equipment; water filtering apparatus; disinfectant apparatus; sterilisers; deodourising apparatus, not for personal use; drinking water dispensers; water filtration apparatus, devices, installations and systems; water treatment apparatus, devices, installations and systems; water conditioning apparatus, devices, installations and systems; water purification apparatus, devices, installations and systems; apparatus, installations, devices and systems for disinfecting water; apparatus, installations, devices and systems for deodourising water; apparatus, installations, devices and systems for decontaminating water; filters for water; water filters; filters for drinking water; household and industrial installations, apparatus, devices and systems for drinking water filtration; ceramic elements for the conditioning, treatment, purification, filtration, disinfection and decontamination of water, in particular drinking water; ceramic elements for the removal of impurities from drinking water; apparatus, installations, devices and systems for sterilising water; candles and cartridges for water filters and for filtering water; water filter houses; water filter mounts; water filter components; apparatus, installations, devices and systems for removing pathogens from water; water dispensers; drinking water dispensers; water desalination apparatus, devices, installations and systems; water softening apparatus, devices, installations and systems; electrical, electronic and electromagnetic apparatus, installations, devices and systems for conditioning, treating, sterilising, purifying, disinfecting, filtering and decontaminating water, including drinking water; apparatus, instruments, devices and systems that use light, including ultraviolet (UV) light, to

TRADEMARK

REEL: 005043 FRAME: 0342

condition, treat, sterilise, purify, disinfect, filter, disinfect and decontaminate water, including drinking water; water filter housings; apparatus, devices and installations for the chlorination of water; water filtering apparatus for water supply purposes; water filtering apparatus housings for water supply purposes; water purifiers; water softeners; cartridges for water filters and water installations; filters for filtering particles, dissolved impurities, bacteria, pathogens and microorganisms from liquids in particular water; gravity filters for purifying water; pressure filters for purifying water; housings for filters and filter elements; parts and fittings for the aforesaid goods; services relating to the retailing, wholesaling and provision of the aforesaid goods; services relating to or provided in the fields of water treatment, water conditioning, water sterilisation, water purification, water disinfection, water filtration, water decontamination and water deodourisation; training, education, consultancy and advisory services; all relating to the treatment, conditioning, filtration, sterilisation, purification, disinfection, filtration, deodourisation and decontamination of water and apparatus, installations, devices and systems therefor; installation, repair and maintenance services relating to water treatment, water conditioning, water filtration, water sterilisation, water disinfection, water purification, water deodourisation and water decontamination; rental, leasing and hiring of apparatus, installations, devices and systems for the treatment, conditioning, filtration, sterilisation, purification, disinfection, filtration, deodourisation and decontamination of water; design and development services relating to apparatus, installations, devices and systems for the treatment, conditioning, filtration, sterilisation, purification, disinfection, filtration, deodourisation and decontamination of water."

TRADEMARK

REEL: 005043 FRAME: 0343

EXECUTED and delivered as a Deed by the said WWRD IPCo LLC

Acting by [Signature] (President -- authorised signatory)
[Print Name: Perre De Villeneuve]

In the presence of

Witness' signature: [Signature]

Name of witness (in block capitals): PERRE ALLEN

Occupation of witness: SENIOR VICE PRESIDENT FINANCE

Address: 26 MAPLE AVE, BOSTON, MASS

and

by [Signature] (Secretary -- authorised signatory)
[Print Name: ANTHONY JONES]

In the presence of

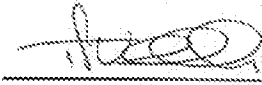
Witness' signature: [Signature]

Name of witness (in block capitals): CHRISTOPHER MURPHY

Occupation of witness: ACCOUNTANT


Address: 61 QUINCY ROAD, ROSELAND, MASS

EXECUTED and delivered as a Deed by the said Fairey Industrial Ceramics Limited

Acting by  (Director)

[Print Name: Paul Michael Robin Owen]

In the presence of

Witness' signature: 

Name of witness (in block capitals): PAUL MICHAEL ROBIN OWEN

Occupation of witness: Solicitor

Address: c/o Churchill House, Regent Road, Soham, Truro, UK

and

by  (Director)

[Print Name: CHRISTOPHER LOUNDES.]

In the presence of

Witness' signature: 

Name of witness (in block capitals): KATE HEATHER BOULTON.

Occupation of witness: Legal Assistant.

Address: c/o Churchill House, Regent Road, Soham, Truro, UK

Date: 11 April 2013