

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
AS IP HOLDCO, LLC		10/17/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	IDEAL STANDARD INTERNATIONAL BVBA		
Street Address:	Chausee de Wavre 1789, Box 15		
City:	Brussels		
State/Country:	BELGIUM		
Postal Code:	1160		
Entity Type:	LIMITED LIABILITY COMPANY: BELGIUM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86019515	CHAMPION	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-626-4810		
Email:	nyctrademarks@bakermckenzie.com		
Correspondent Name:	Michael J. Bales		
Address Line 1:	452 Fifth Ave		
Address Line 2:	Baker & McKenzie LLP		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	39231657-001137		
DOMESTIC REPRESENTATIVE			
Name:			

CH \$40.00 86019515

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

NAME OF SUBMITTER:	Michael J. Bales
Signature:	/mjb/
Date:	12/13/2013
Total Attachments: 2 source=CHAMPION - USA - assignment#page1.tif source=CHAMPION - USA - assignment#page2.tif	

ASSIGNMENT OF TRADEMARKS

The undersigned, AS IP HOLDCO, LLC, a Delaware Limited Liability Company having an address at 1 Centennial Avenue Piscataway, New Jersey 08855 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from IDEAL STANDARD INTERNATIONAL BVBA, a Limited Liability Company organized under the laws of Belgium, having an address at Chausee de Wavre 1789, Box 15, Brussels, 1160, Belgium ("Assignee"), did on October 17, 2013 (the "Effective Date") assign, transfer, deliver and set over to Assignee and Assignee's successors and assigned forever, and Assignee did acquire from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks")

to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the Effective Date, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.

AS IP HOLDCO, LLC

By: _____

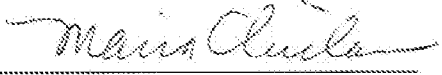

Maria Chiclana
Senior Vice President

EXHIBIT A

APP. NO.	TRADEMARKS
86019515	CHAMPION

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