

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
Pur Water Purification Products, Inc.		11/01/2013	CORPORATION: NEVADA

RECEIVING PARTY DATA

Name:	Helen of Troy Limited
Street Address:	The Phoenix Centre
Internal Address:	George Street, Belleville
City:	St. Michael
State/Country:	BARBADOS
Entity Type:	CORPORATION: BARBADOS

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	4360799	PUR
Registration Number:	1756655	PUR
Registration Number:	2740111	PUR WATER FILTRATION SYSTEM
Registration Number:	4332523	YOUR WATER SHOULD BE PUR
Registration Number:	3327311	PUR FLAVOR OPTIONS
Registration Number:	3442614	PUR WATER FILTRATION SYSTEM FLAVOR OPTIO
Registration Number:	3880999	PUR
Registration Number:	3920658	EASY ONE-CLICK INSTALLATION
Registration Number:	3884135	MINERALCLEAR
Registration Number:	3999103	CLASSICCLEAR

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

TRADEMARK

via US Mail.

Phone: 9152258000
Email: wbass@hotmail.com
Correspondent Name: William J Bass
Address Line 1: 1 Helen of Troy Plaza
Address Line 4: El Paso, TEXAS 79912

DOMESTIC REPRESENTATIVE

Name: William J Bass
Address Line 1: 1 Helen of Troy Plaza
Address Line 4: El Paso, TEXAS 79912

NAME OF SUBMITTER:	William J Bass
Signature:	/wjb/
Date:	01/30/2014

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Pur Water Purification Products, Inc., a corporation organized under the laws of Nevada ("Assignor"), is the owner of the trademarks listed on Exhibit "A" attached hereto (collectively, the "Trademarks"); and

WHEREAS, Helen of Troy Limited, a company organized under the laws of Barbados ("Assignee"), is desirous of acquiring said Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to Assignee all right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of this 1st day of November, 2013.

Pur Water Purification Products, Inc.

By: 
Name: William J Bass
Title: Assistant Secretary

Exhibit "A"

Trademark:	Application #:	Registration #:
PUR	2013/23978	4360799
PUR (1990 logo)	74/078,515	1,756,655
PUR WATER FILTRATION SYSTEM (& Device 00)	76/447714	2,740,111
YOUR WATER SHOULD BE PUR	85423744	4332523
PUR FLAVOR OPTIONS	78813507	3327311
PUR WATER FILTRATION SYSTEM (& Label 06 color)	78822026	3442614
PUR (Stylized 09)	77786934	3880999
Easy One-Click Installation (& Device 09 bw)	77816081	3920658
MINERALCLEAR	77862580	3884135
CLASSICCLEAR	77948485	3999103