

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
Tanning Research Laboratories, LLC		01/13/2014	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Eveready Battery Company, Inc.
Street Address:	533 Maryville University Drive
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63141
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	3640900	ALOHA KISS
Registration Number:	1101151	COOL ALOE
Registration Number:	1085249	FOREVER TAN
Registration Number:	1852172	HAWAIIAN TROPIC
Registration Number:	1485357	HAWAIIAN TROPIC
Registration Number:	3926359	HAWAIIAN TROPIC
Registration Number:	1083788	HAWAIIAN TROPIC
Registration Number:	4081411	HAWAIIAN TROPIC
Serial Number:	85010341	HAWAIIAN TROPIC
Registration Number:	1083790	HAWAIIAN TROPIC
Registration Number:	1852173	HAWAIIAN TROPIC
Registration Number:	3920448	
Serial Number:	85066060	SHIMMER EFFECT
Registration Number:	3134300	SUNSURE

TRADEMARK

Registration Number:	4019926	SUNSURE PROTECTION
Registration Number:	1288585	SWIM 'N' SUN
Registration Number:	3894948	THE BEAUTY OF SUN PROTECTION
Registration Number:	1080735	
Serial Number:	85882413	TRIPLE ENHANCEMENT

CORRESPONDENCE DATA

Fax Number: 3149852232
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 314-985-2122
Email: DonnaF.Schmitt@Energizer.com
Correspondent Name: Donna Frazier Schmitt
Address Line 1: 533 Maryville University Drive
Address Line 4: St. Louis, MISSOURI 63141

ATTORNEY DOCKET NUMBER:	MIS25674
NAME OF SUBMITTER:	Donna Frazier Schmitt
Signature:	/Donna Frazier Schmitt/
Date:	02/03/2014

Total Attachments: 2
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UNITED STATES ASSIGNMENT OF TRADEMARKS

WHEREAS the undersigned Tanning Research Laboratories, LLC (“Assignor”), a Delaware limited liability company having its principal place of business 1190 N. US Highway 1, North Ormond Beach, Florida 32174, USA, is the owner of the trademarks identified on the attached Schedule A (the Trademarks and the applications and registrations hereafter referred to as the “Trademarks”);

AND WHEREAS Eveready Battery Company, Inc. (“Assignee”), a Delaware corporation having its principal place of business 533 Maryville University Drive, St. Louis, Missouri, 63141, USA, seeks to acquire the whole right, title and interest to the Trademarks together with the goodwill associated therewith;

NOW THEREFORE, for value received and intending to be legally bound, the said Assignor hereby grants, conveys, assigns, transfers and sets over to, all of its right, title, and interest unto the said Assignee its successors and assigns, the whole right, title and interest in and to the Trademarks together with the goodwill associated therewith, to have and to hold the same, forever, as fully and entirely as the same would have been held by Assignor had this sale, assignment, and transfer not been made.

IN WITNESS THEREOF, Assignor has caused this Assignment to be signed by its duly authorized officers under its corporate seal and delivered to Assignee on this 13th day of January, 2014. *ml*

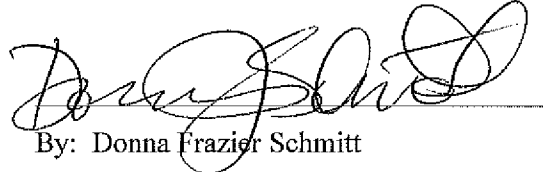
TANNING RESEARCH LABORATORIES, LLC



By: Donna Frazier Schmitt

Title: Senior Trademark Counsel

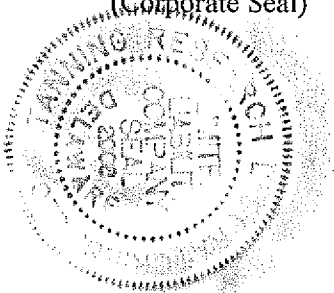
EVEREADY BATTERY COMPANY, INC.



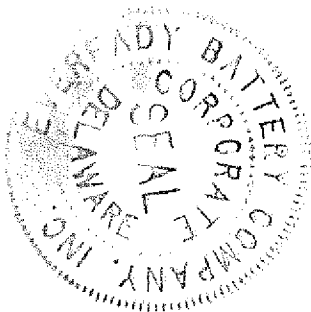
By: Donna Frazier Schmitt

Title: Senior Trademark Counsel

(Corporate Seal)



(Corporate Seal)



Schedule A

Trademark	Registration Number	Application Number
ALOHA KISS	3640900	77/462474
COOL ALOE	1101151	73/142950
FOREVER TAN	1085249	73/125079
HAWAIIAN TROPIC	1852172	74/433807
HAWAIIAN TROPIC	1485357	73/676171
HAWAIIAN TROPIC	3926359	77/737700
HAWAIIAN TROPIC	1083788	73/125077
HAWAIIAN TROPIC	4081411	85/975912
HAWAIIAN TROPIC (Parent)		85/010341
HAWAIIAN TROPIC (stylized and/or design)	1083790	73/125642
HAWAIIAN TROPIC (stylized and/or with design)	1852173	74/433808
HIBISCUS FLORAL Design	3920448	77/731182
SHIMMER EFFECTS & Design		85/066060
SUNSURE	3134300	78/579464
SUNSURE PROTECTION & Design	4019926	77/755084
SWIM 'N' SUN	1288585	73/433489
THE BEAUTY OF SUN PROTECTION	3894948	77/812753
TIKI HUT (stylized and/or with design)	1080735	73/125095
TRIPLE ENHANCEMENT		85/882413