

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
Electrolux Home Care Products, Inc.		01/14/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Aktiebolaget Electrolux		
Street Address:	S:t Goransgatan 143, SE- 105 45		
City:	Stockholm		
State/Country:	SWEDEN		
Entity Type:	CORPORATION: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3708684	ERGORAPIDO	
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>			
Email:	jyen@fchs.com		
Correspondent Name:	FITZPATRICK, CELLA, HARPER & SCINTO		
Address Line 1:	1290 Avenue of the Americas		
Address Line 2:	03915.203300		
Address Line 4:	New York, NEW YORK 10104-3800		
ATTORNEY DOCKET NUMBER:	03915.203300.		
DOMESTIC REPRESENTATIVE			
Name:	FITZPATRICK, CELLA, HARPER & SCINTO		
Address Line 1:	1290 Avenue of the Americas		
Address Line 2:	03915.203300		

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Address Line 4: New York, NEW YORK 10104-3800

NAME OF SUBMITTER:

Jessica Hiney

Signature:

/Jessica Hiney/

Date:

03/05/2014

Total Attachments: 1

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UNITED STATES
TRADEMARK ASSIGNMENT

WHEREAS, Electrolux Home Care Products, Inc., a corporation of the State of Delaware, located and doing business at 10200 David Taylor Drive, Charlotte, North Carolina, 28262, United States of America (the "Assignor"), is the owner of record of U.S. Trademark Registration No. 3,708,684 for the mark ERGORAPIDO for vacuum cleaners in International Class 007 (hereinafter collectively the "Trademark"); and

WHEREAS, Aktiebolaget Electrolux, a corporation of the Country of Sweden, located and doing business at S:t Goransgatan 143, SE- 105 45, Stockholm, Sweden (the "Assignee"), is desirous of acquiring the Trademark together with the goodwill of the business symbolized by and associated with the Trademark;

NOW THEREFORE, in exchange for good and valuable consideration given to Assignor by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademark together with the goodwill of the business symbolized by and associated with the Trademark.

Signed at Charlotte, North Carolina this 14th day of January, 2014.

Electrolux Home Care Products, Inc.

BY: 

NAME: Paige C. Anderson

TITLE: Assistant Secretary