

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM301631

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Butcher Company		04/15/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Diversey, Inc.		
<b>Street Address:</b>	8310 16th Street		
<b>City:</b>	Sturtevant		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53177		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1309570	BUTCHER'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8043447999		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(804) 788-8331		
<b>Email:</b>	HWITM@hunton.com		
<b>Correspondent Name:</b>	Stephen P. Demm, Hunton & Williams LLP		
<b>Address Line 1:</b>	951 East Byrd Street		
<b>Address Line 4:</b>	Richmond, VIRGINIA 23219-4074		
<b>ATTORNEY DOCKET NUMBER:</b>	66035.505		
<b>NAME OF SUBMITTER:</b>	Stephen P. Demm		
<b>SIGNATURE:</b>	/Stephen P. Demm/		
<b>DATE SIGNED:</b>	04/16/2014		
<b>Total Attachments: 1</b>			
source=BUTCHER'S and Design Assignment#page1.tif			

CH \$40.00 1309570

**ASSIGNMENT OF REGISTERED TRADEMARK**

WHEREAS, The Butcher Company, a Delaware corporation, is the owner of the following trademark registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
BUTCHER'S and Design	1,309,570	December 18, 1984

WHEREAS, Diversey, Inc., a Delaware corporation, having its principal place of business at 8310 16<sup>th</sup> Street, Sturtevant, Wisconsin 53177, is desirous of acquiring said registered trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, The Butcher Company hereby assigns to Diversey, Inc. all right, title, and interest in and to said trademark together with the goodwill of the business symbolized by said trademark and the registration thereof.

Signed this 15th day of April, 2014.

THE BUTCHER COMPANY

By:

  
Lori K. Tylinski  
Assistant Secretary