

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM303942

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.		04/30/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Aktiebolaget Electrolux		
Street Address:	Sankt Goransgatan, 143, SE- 10545		
City:	Stockholm		
State/Country:	SWEDEN		
Entity Type:	CORPORATION: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3452420	ERGO RAPIDO	
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:	03915.202800		
Address Line 4:	New York, NEW YORK 10104-3800		
ATTORNEY DOCKET NUMBER:	03915.202800.		
DOMESTIC REPRESENTATIVE			
Name:	Timothy J. Kelly and Jessica Hiney		
Address Line 1:	1290 Avenue of the Americas		
Address Line 2:	03915.202800		
Address Line 4:	New York, NEW YORK 10104-3800		
NAME OF SUBMITTER:	Lisa Mottes		
SIGNATURE:	/Lisa Mottes/		
DATE SIGNED:	05/08/2014		
Total Attachments: 1			

OP \$40.00 3452420

UNITED STATES
TRADEMARK ASSIGNMENT

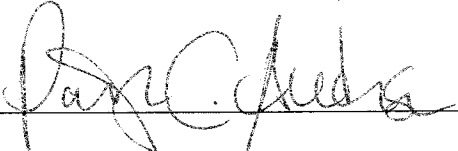
WHEREAS, Electrolux Home Care Products, Inc., a corporation of the State of Delaware, located and doing business at 10200 David Taylor Drive, Charlotte, North Carolina, 28262, United States of America (the "Assignor"), is the owner of record of U.S. Trademark Registration No. 3,452,420 for the mark ERGO RAPIDO for vacuum cleaners and parts and fittings therefor, namely, hoses, nozzles, brushes and wands in International Class 007 (hereinafter collectively the "Trademark"); and

WHEREAS, Aktiebolaget Electrolux, a corporation of the Country of Sweden, located and doing business at Sankt Goransgatan, 143, Stockholm, SE- 10545, 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 30th day of April, 2014.

Electrolux Home Care Products, Inc.

BY: 

NAME: Paige C. Anderson

TITLE: Assistant Secretary