

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM304932

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brady Worldwide, Inc.		05/01/2014	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Lifetime Industries, Inc.		
Street Address:	600 S. McClure Road		
City:	Modesto		
State/Country:	CALIFORNIA		
Postal Code:	95357		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1820621	TRANSTHERM	
CORRESPONDENCE DATA			
Fax Number:	2124552502		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 455-2895		
Email:	ksolomon@stblaw.com		
Correspondent Name:	Samantha J. Himelman, Esq.		
Address Line 1:	Simpson Thacher & Bartlett LLP		
Address Line 2:	425 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	001330/0002		
NAME OF SUBMITTER:	Samantha J. Himelman		
SIGNATURE:	/sjh/		
DATE SIGNED:	05/19/2014		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

This RECORDABLE TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement") is made and entered into as of May 1, 2014, by and between Brady Worldwide, Inc., a [Wisconsin corporation] ("Assignor") and Lifetime Industries, Inc., a Minnesota corporation ("Assignee").

RECITALS

WHEREAS, Brady Corporation, LTI Flexible Products, Inc. (the "Purchaser") and LTI Holdings, Inc. have entered into the Share and Asset Purchase Agreement, dated as of February 24, 2014 (the "Purchase Agreement"), pursuant to which the Purchaser has acquired for Assignee, its designated affiliate, all of Assignor's right, title and interest in and to the Purchased Intellectual Property (as defined in the Purchase Agreement), including without limitation those trademarks and trademark applications that are listed in Schedule A hereto (collectively, the "Assigned Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee each hereby agree as follows:

1. Assignment. Assignor hereby does sell, assign, transfer, convey and deliver to Assignee and its successors and assigns, and Assignee hereby accepts from Assignor, all of Assignor's right, title and interest in, to and under the Assigned Trademarks, including all goodwill attached thereto, together with the right to sue and recover damages for future, present and past infringements of the Assigned Trademarks. This Assignment is intended to be an absolute assignment. Assignor hereby requests the United State Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Assigned Trademarks.

2. Further Assurances. Assignor agrees to execute and deliver such other documents which Assignee, its successors and assigns may reasonably request to record the assignment of the Assigned Trademarks to Assignee worldwide.

3. Miscellaneous. This Agreement shall be governed by, and construed in accordance with, the laws of the State of Delaware, without giving effect to any choice of law or conflicts of law provision that would cause the application of the laws of any jurisdiction other than the State of Delaware. This Agreement may not be supplemented, altered or modified in any manner except by a writing signed by each party hereto. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Agreement shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Agreement and any amendments hereto may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute on and the same instrument.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year first above written.

BRADY WORLDWIDE, INC.

By: Thomas Felmer
Name: Thomas Felmer
Title: Director

LIFETIME INDUSTRIES, INC.

By: 
Name: Mitchell E. Aiello
Title: President and Chief Executive Officer

[Signature Page to Trademark Assignment Agreement]

TRADEMARK
REEL: 005282 FRAME: 0753

SCHEDULE A TO TRADEMARK ASSIGNMENT AGREEMENT

ASSIGNED TRADEMARKS

TITLE	SERIAL NUMBER	OWNER
TRANSTHERM	1820621	Brady Worldwide, Inc.

[Signature Page to Trademark Assignment Agreement]