

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312738

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	05/01/2014

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JOHNSON & JOHNSON		08/01/2014	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	Reckitt Benckiser (Brands) Limited
Street Address:	103-105 Bath Road
City:	Slough
State/Country:	ENGLAND
Postal Code:	SL13UH
Entity Type:	Private Limited Company registered under the laws of England and Wales: ENGLAND

PROPERTY NUMBERS Total: 91

Property Type	Number	Word Mark
Registration Number:	3736871	2-IN-1 TINGLING
Registration Number:	3163797	2-IN-1 WARMING
Registration Number:	3995326	CHOCOLAT DECADENT POUR ELLE
Registration Number:	3829767	COUPLES LUBRICANTS
Registration Number:	4154508	COUPLES PLACE
Registration Number:	3995327	DECADENT CHOCOLATE FOR HER
Registration Number:	3769481	FEMALE SEXUAL WELL-BEING SCALE
Registration Number:	3991283	FRAISE RAFRAICHISSANTE POUR LUI
Registration Number:	4292546	FSWB QUESTIONNAIRE
Registration Number:	3951809	HIS EXCITES. HERS DELIGHTS. TOGETHER FEE
Registration Number:	3608322	HIS EXCITES. HERS DELIGHTS. TOGETHER THE
Registration Number:	4003158	IL L'ATTISE. ELLE LE COMBLE. ENSEMBLE IL
Registration Number:	3939493	INTENSE
Serial Number:	85699172	INTENSE EFFECTS
Serial Number:	85699168	INTENSE EFFECTS
Registration Number:	3846725	INTENSIFIES FEMALE SATISFACTION
Registration Number:	3621989	INTRIGUE
Registration Number:	3647401	INTRIGUE HEAT

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4003157	JOUISSEZ DES PRELIMINAIRES, ENSEMBLE
Registration Number:	3897614	KEEP LIFE SEXY
Registration Number:	4003639	KISS. BE KISSED. REPEAT.
Registration Number:	3895534	KISSABLE SENSATIONS
Registration Number:	2285313	K-Y
Registration Number:	4202981	K-Y
Registration Number:	4218212	K-Y
Registration Number:	4020096	K-Y
Serial Number:	85327463	K-Y
Serial Number:	85327470	
Registration Number:	3807965	K-Y BRAND
Registration Number:	3819307	K-Y BRAND
Registration Number:	3580934	
Registration Number:	4227336	K Y
Registration Number:	3677995	
Registration Number:	4302124	K-Y DATE NIGHT
Registration Number:	4049764	KY
Registration Number:	3655505	K-Y INTENSE
Registration Number:	3785662	K-Y INTENSE
Registration Number:	3819183	K-Y INTENSE
Registration Number:	3673375	K-Y INTRIGUE
Registration Number:	4026639	KY
Registration Number:	4116329	
Registration Number:	4109269	KY
Registration Number:	4110352	
Registration Number:	2872897	
Registration Number:	2798877	K-Y
Registration Number:	3651054	K-Y LONG LASTING
Registration Number:	3654458	K Y LONG LASTING
Registration Number:	3822611	K-Y SENSITIVE
Registration Number:	4115665	K-Y SENSITIVE JELLY
Registration Number:	3660175	K-Y SENSUAL SILK
Registration Number:	3712407	K-Y
Registration Number:	4118952	KY
Registration Number:	4116330	
Registration Number:	0054124	K-Y
Registration Number:	3746478	K-Y TINGLING
Registration Number:	3037923	K-Y TOUCH
Registration Number:	4139910	K-Y TOUCH

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3049123	K-Y TOUCH MASSAGE
Registration Number:	4115441	
Registration Number:	4132302	
Registration Number:	4129139	
Registration Number:	3746480	K-Y WARMING
Serial Number:	85403278	K-Y
Registration Number:	3491502	K-Y
Registration Number:	3512477	K-Y YOURS+MINE
Registration Number:	3720658	K-Y YOURS+MINE
Registration Number:	4026679	
Registration Number:	3626718	LIQUIBEADS
Registration Number:	3878352	LIQUIMER
Registration Number:	3728431	MALIBU SUNRISE
Registration Number:	3597003	MIDNIGHT TANGO
Registration Number:	3944546	MINE FOR HER
Registration Number:	3459598	NATURAL FEELING
Registration Number:	3758416	OUR SCIENCE + YOUR ART = INTENSE SATISFA
Registration Number:	3894649	SCIENCE CAN BE SUCH A TURN ON
Registration Number:	3693738	SEE WHAT HAPPENS
Registration Number:	3721186	SENSUAL SILK
Registration Number:	2724495	SILK-E
Registration Number:	4068056	THE HEALTHY INTIMACY CONVERSATION
Registration Number:	3982070	THE TRUSTED INTIMACY EXPERT
Registration Number:	3037924	TOUCH
Registration Number:	4236839	TOUCH
Registration Number:	3822408	TWO PEOPLE. TWO PRODUCTS. TOGETHER, ONE
Registration Number:	3130215	ULTRAGEL
Registration Number:	2872898	
Registration Number:	3530944	YOURS FOR HIM
Registration Number:	3599374	
Registration Number:	3599375	
Registration Number:	3512478	YOURS+MINE
Registration Number:	3720657	YOURS+MINE
Registration Number:	3697567	

CORRESPONDENCE DATA

Fax Number:

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.

Email: natmg@rb.com

TRADEMARK

REEL: 005335 FRAME: 0363

Correspondent Name: Linda M. Dooley / Reckitt Benckiser LLC
Address Line 1: 399 Interpace Parkway
Address Line 4: Parsippany, NEW JERSEY 07054

ATTORNEY DOCKET NUMBER: KY-RECORDATION

NAME OF SUBMITTER: Linda M. Dooley

SIGNATURE: /l. dooley/

DATE SIGNED: 08/01/2014

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Johnson & Johnson, a New Jersey corporation ("Assignor"), is the sole and exclusive owner of the trademark registrations and trademark applications identified on Exhibit A attached hereto ("Marks");

WHEREAS, Reckitt Benckiser (Brands) Limited ("Assignee") is desirous of acquiring said Marks; and

WHEREAS, Assignor's subsidiary, McNEIL-PCC, Inc., and Assignee (collectively, the "Parties") entered a certain Asset Purchase Agreement, dated March 10, 2014 ("APA");

NOW, THEREFORE, in consideration of the premises and the agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Assignor does hereby irrevocably assign, transfer, convey and deliver to Assignee effective May 1, 2014, and Assignee hereby accepts all right, title and interest in and to said Marks, including any common law, statutory and other rights associated therewith, together with the goodwill of the business associated with the use of and symbolized by the Marks (if any), and all the registration applications and registrations therefor, and all rights to (i) bring an action, whether at law or in equity, for past, present or future infringement, dilution, misappropriation, misuse or other violation of the Marks against any third party, (ii) any proceeds, benefits, privileges, causes of action, and remedies relating to the Marks, and (iii) recover damages, profits and injunctive relief for all past, present or future infringement, dilution, misappropriation, misused, or other violation of the Marks.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed in its name as of the date first above written.

JOHNSON & JOHNSON

By:  _____

Name: Melissa A. Mendelsohn

Title: Authorized Signatory

Exhibit A

Trademark	Application #	Registration #	Classes
2-IN-1 TINGLING	77761529	3736871	03, 05
2-IN-1 WARMING	78543971	3163797	03, 05
CHOCOLAT DECADENT POUR ELLE	77873960	3995326	03
COUPLES LUBRICANTS	77740260	3829767	05
COUPLES PLACE	77892424	4154508	03, 05, 45
DECADENT CHOCOLATE FOR HER	77872962	3995327	03
FEMALE SEXUAL WELL-BEING SCALE	77488760	3769481	44
FRAISE RAFRAICHISSANTE POUR LUI	77873961	3991283	03
FSWB QUESTIONNAIRE	77504185	4292546	16
HIS EXCITES. HER DELIGHTS. TOGETHER FEEL THEM IGNITE	77873957	3951809	05
HIS EXCITES. HERS DELIGHTS. TOGETHER THEY IGNITE.	77441473	3608322	05
IL L'ATTISE, ELLE LE COMBLE. ENSEMBLE ILS S'ALLUMENT,	77873963	4003158	05
INTENSE	77766134	3939493	03
INTENSE EFFECTS	85699172		10, 21
INTENSE EFFECTS	85699168		03
INTENSIFIES FEMALE SATISFACTION	77745126	3846725	05
INTRIGUE	77501415	3621989	05
INTRIGUE HEAT	77632847	3647401	05
JOUISSEZ DES PRELIMINAIRES, ENSEMBLE	77873959	4003157	03
KEEP LIFE SEXY	77429235	3897614	03, 05
KISS. BE KISSED. REPEAT.	85043534	4003639	03
KISSABLE SENSATIONS	77980732	3895534	03
K-Y	75547408	2285313	05
K-Y	85197042	4202981	03
K-Y and Tube Design	77913817	4218212	03
K-Y and Tube Design (YOURS+MINE)	77885959	4020096	05
K-Y Bottle Design	85327463		03, 05
K-Y Bottle in Colour	85327470		03, 05
K-Y BRAND	77673439	3807965	09, 42
K-Y BRAND logo	77673437	3819307	09, 42
K-Y CREST logo	76667493	3580934	05
K-Y CROSS SILKEN design	85414003	4227336	05
K-Y Curved Bottle design	77023986	3677995	05
K-Y DATE NIGHT	85364894	4302124	03, 05
K-Y Diamond logo	77806566	4049764	03, 05
K-Y INTENSE	77405844	3655505	03
K-Y INTENSE and Flower design	77606642	3785662	03
K-Y INTENSE and Flower design (Colour)	77606651	3819183	03
K-Y INTRIGUE	76686750	3673375	05
K-Y INTRIGUE design	77848474	4026639	05
K-Y INTRIGUE design	77848487	4116329	05
K-Y LIQUIBEADS design	77848468	4109269	05
K-Y LIQUIBEADS design	77848464	4110352	05
K-Y LIQUID Bottle Design	76415140	2872897	05
K-Y logo	76415143	2798877	05
K-Y LONG LASTING	77644816	3651054	05
K-Y LONG LASTING logo	77644818	3654458	05
K-Y SENSITIVE	77591107	3822611	05
K-Y SENSITIVE JELLY	85068583	4115665	05

K-Y SENSUAL SILK	77521322	3660175	05
K-Y SILK Package Design	77024008	3712407	05
K-Y SILK-E Design	77848495	4118952	05
K-Y SILK-E Design	77848493	4116330	05
K-Y stylised	71015387	0054124	05
K-Y TINGLING	77770282	3746478	05
K-Y TOUCH	78508376	3037923	03
K-Y TOUCH	85185843	4139910	05
K-Y TOUCH MASSAGE	78439400	3049123	03
K-Y UNAMI Front Image	77913816	4115441	03
K-Y UNAMI Tube Design	77913842	4132302	03
K-Y UNAMI Tubes Design	77913845	4129139	03
K-Y WARMING	77770286	3746480	05
K-Y WARMING JELLY Package design	85403278		05
K-Y with a Heart Design	77250981	3491502	03 , 05 , 10
K-Y YOURS+MINE	77466461	3512477	05
K-Y YOURS+MINE Tube Design	77466458	3720658	05
K-Y YOURS+MINE Tube Design	77884993	4026679	05
LIQUIBEADS	77595754	3626718	05
LIQUIMER	76693827	3878352	05
MALIBU SUNRISE	78747334	3728431	03
MIDNIGHT TANGO	76693828	3597003	03
MINE FOR HER	77206851	3944546	05
NATURAL FEELING	78885326	3459598	05
OUR SCIENCE + YOUR ART = INTENSE SATISFACTION	77488790	3758416	03
SCIENCE CAN BE SUCH A TURN ON	77717129	3894649	03 , 05
SEE WHAT HAPPENS	77504243	3693738	05
SENSUAL SILK	77649163	3721186	05
SILK-E	75523325	2724495	05
THE HEALTHY INTIMACY CONVERSATION	85012655	4068056	44
THE TRUSTED INTIMACY EXPERT	77797174	3982070	44
TOUCH	78508409	3037924	03
TOUCH	85562770	4236839	05
TWO PEOPLE, TWO PRODUCTS, TOGETHER, ONE AMAZING REACTION.	77441475	3822408	05
ULTRAGEL	76415142	3130215	05
ULTRAGEL Bottle Design	76418755	2872898	05
YOURS FOR HIM	77466463	3530944	05
YOURS FOR HIM MINE FOR HER Design (Black and White)	77258004	3599374	05
YOURS FOR HIM MINE FOR HER Design (Colour)	77258011	3599375	05
YOURS+MINE	77466462	3512478	05
YOURS+MINE and Tube Design	77466456	3720657	05
YOURS+MINE Tube Design	77466454	3697567	05