

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313761

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Energizer Holdings, Inc.		12/31/2013	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Eveready Battery Company, Inc.		
Street Address:	533 Maryville University Drive		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63141		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3577695	PERSONNA ARMOREDGE	
CORRESPONDENCE DATA			
Fax Number:	3146673633		
<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:	(314) 552-6331		
Email:	ipdocket@thompsoncoburn.com		
Correspondent Name:	Thomas A. Polcyn		
Address Line 1:	One U.S. Bank Plaza		
Address Line 2:	Thompson Coburn LLP		
Address Line 4:	St. Louis, MISSOURI 63101		
ATTORNEY DOCKET NUMBER:	56772-128284		
NAME OF SUBMITTER:	Thomas A. Polcyn		
SIGNATURE:	/Thomas A. Polcyn/		
DATE SIGNED:	08/12/2014		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made and entered into on December 31, 2013 by and between Energizer Holdings, Inc., a Missouri corporation having offices at 533 Maryville University Drive St. Louis, Missouri 63141 ("Assignor"), and Eveready Battery Company, Inc., a Delaware corporation having offices at 533 Maryville University Drive St. Louis, Missouri 63141 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to U.S. Trademark Registration No. 3,577,695 for the trademark PERSONNA ARMOREDGE, and common law trademark rights in and to said trademark, for use in connection with machine parts, namely, blades for incorporation in carpet and fabric processing devices and equipment (the "Trademark"), together with the goodwill of the business connected with and symbolized by the Trademark;

WHEREAS, Assignor and Assignee are related entities; and

WHEREAS, Assignor desires to assign, and Assignee desires to accept, all of Assignor's right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.


Assignor hereby assigns, transfers and conveys to Assignee its entire right, title, interest in and to the Trademark together with the accompanying goodwill and that portion of the business represented and symbolized by the Trademark (including, without limitation, the right to apply to renew the associated registration, the right to apply for trademark registrations based in whole or in part upon the Trademark, and any priority right that may arise from the Trademark), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registration(s) and/or application(s) for registration for the Trademark to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademark.

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

ASSIGNOR:

Energizer Holdings, Inc.

Signature: 

Printed Name: Donna Frazier Schmitt

Title: Senior Trademark Counsel

ASSIGNEE:

Eveready Battery Company, Inc.

Signature: 

Printed Name: Donna Frazier Schmitt

Title: Senior Trademark Counsel