

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330237

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Varied Industries Corporation		01/02/2015	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	Church & Dwight Co., Inc.		
Street Address:	500 Charles Ewing Boulevard		
City:	Ewing		
State/Country:	NEW JERSEY		
Postal Code:	08628		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 22			
Property Type	Number	Word Mark	
Registration Number:	4337478	ACID-A-PRO	
Registration Number:	3654743	A-MAX	
Registration Number:	3269751	A-MAX ULTRA	
Registration Number:	4472413	AVIATOR	
Registration Number:	3112105	BG-MAX	
Registration Number:	4621462	CALF-LYFE	
Registration Number:	2967048	CELMANAX	
Registration Number:	3654742	CELMANAX	
Registration Number:	4549529	FEED	
Serial Number:	86152716	FEED FEEDER EDUCATION & EMPLOYEE DEVELOP	
Registration Number:	4472569	FEED NATURAL. FINISH HEALTHY.	
Serial Number:	85848359	FEED SMART. FINISH STRONG.	
Registration Number:	2992588	KULACTIC	
Registration Number:	3154056	MILK TO THE MAX	
Registration Number:	4497195	PILOT	
Serial Number:	86120431	RFC	
Serial Number:	85883420	RUMACEL	
Registration Number:	3703408	THE POWER OF V	
Registration Number:	4482461	TRUMAX	

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Property Type	Number	Word Mark
Registration Number:	3654745	VARIED INDUSTRIES
Registration Number:	3654744	VI-COR
Registration Number:	3654741	VI-COR

CORRESPONDENCE DATA

Fax Number: 6094037283
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.

Phone: 6098061418
Email: david.schuman@churchdwright.com
Correspondent Name: David J.. Schuman
Address Line 1: 500 Charles Ewing Boulevard
Address Line 2: Law Dept.
Address Line 4: Ewing, NEW JERSEY 08628

ATTORNEY DOCKET NUMBER:	FR76
NAME OF SUBMITTER:	David J. Schuman
SIGNATURE:	/David J. Schuman/
DATE SIGNED:	01/28/2015

Total Attachments: 2
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is effective as of January 2, 2015 between Varied Industries Corporation, an Iowa corporation having its principal place of business at 905 South Carolina Avenue, P.O. Box 1483, Mason City, Iowa 50402 ("the Assignor") and Church & Dwight Co., Inc., a Delaware corporation having its principal place of business at 500 Charles Ewing Boulevard, Ewing, New Jersey 08628 ("the Assignee").

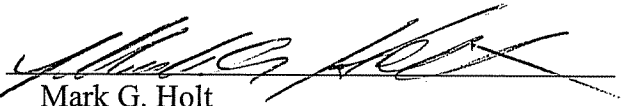
WHEREAS the Assignor has adopted, used and is using in its business the trademarks listed in the attached Schedule A, and is the sole owner of the trademark registrations listed in the attached Schedule A;

WHEREAS, the Assignee has on the effective date acquired certain assets of the Assignor, and desires to acquire the trademarks and registrations listed on the attached Schedule A, including all common law rights connected therewith ("the Trademarks"), and the goodwill of the business symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound, the Assignor hereby assigns, conveys and transfers to the Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the businesses symbolized by the Trademarks, including all claims and rights of recovery for damages and profits that the Assignor has or may have for past and future infringements of the Trademarks, if any, and all rights to sue for and collect such profits and damages; to be held and enjoyed by the Assignee for its own use and benefit and for its successors and assigns as the same would have been held by the Assignor had this assignment not been made.

IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment to be executed and delivered as of the date first written above.

VARIED INDUSTRIES CORPORATION

By: 
Mark G. Holt
President

SCHEDULE A

MARK	SER. NO.	FILING DATE	REG. NO.	REG. DATE	CLASS
ACID-A-PRO	85/625725	May-15-2012	4337478	May-21-2013	5
A-MAX and Design	77/669355	Feb-12-2009	3654743	Jul-14-2009	5
A-MAX ULTRA	78/684335	Aug-3-2005	3269751	Jul-24-2007	5
AVIATOR	85/840604	Feb-5-2013	4472413	Jan-21-2014	5
BG-MAX	78/680249	Jul-28-2005	3112105	Jul-4-2006	5
CALF-LYFE	85/378506	Jul-22-2011	4621462	Oct-14-2014	5
CELMANAX	78/426380	May-27-2004	2967048	Jul-12-2005	5
CELMANAX and Design	77/669325	Feb-12-2009	3654742	Jul-14-2009	5
FEED	86/152705	Dec-26-2013	4549529	Jun-10-2014	41
FEED FEEDER	86/152716	Dec-26-2013			41
EDUCATION & EMPLOYEE DEVELOPMENT (Stylized)					
FEED NATURAL. FINISH HEALTHY.	85/896195	Apr-5-2013	4472569	Jan-21-2014	5
FEED SMART. FINISH STRONG.	85/848359	Feb-13-2013			5
KULACTIC	78/465895	Aug-11-2004	2992588	Sep-6-2005	5
MILK TO THE MAX	78/755773	Nov-17-2005	3154056	Oct-10-2006	42, 44
PILOT	85/941725	May-24-2013	4497195	Mar-18-2014	5
RFC	86/120431	Nov-15-2013			5
RUMACEL	85/883420	Mar-22-2013			5
THE POWER OF V	77/643989	Jan-6-2009	3703408	Oct-27-2009	5
TRUMAX	85/840626	Feb-5-2013	4482461	Feb-11-2014	5
VARIED INDUSTRIES	77/669438	Feb-12-2009	3654745	Jul-14-2009	5
VI-COR	77/669397	Feb-12-2009	3654744	Jul-14-2009	5
VI-COR and Design	77/669265	Feb-12-2009	3654741	Jul-14-2009	5