

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM370177

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fiskars Brands, Inc.		01/22/2016	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Bloem, LLC		
Street Address:	3301 Hudson Trails		
City:	Hudsonville		
State/Country:	MICHIGAN		
Postal Code:	49426		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4763212	AMERICAN DESIGNER POTTERY	
CORRESPONDENCE DATA			
Fax Number:	6169881736		
<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:	616-831-1736		
Email:	hardenb@millerjohnson.com		
Correspondent Name:	Brittany R. Harden		
Address Line 1:	250 Monroe Avenue, Suite 800		
Address Line 4:	Grand Rapids, MICHIGAN 49503		
ATTORNEY DOCKET NUMBER:	40883-1		
NAME OF SUBMITTER:	Brittany R. Harden		
SIGNATURE:	/Brittany R. Harden/		
DATE SIGNED:	01/22/2016		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made as of January **22**, 2016, by Fiskars Brands, Inc., a Wisconsin corporation ("Assignor"), and Bloem, LLC, a Michigan limited liability company ("Assignee"), pursuant to the Asset Purchase Agreement dated as of even date hereof, by and between Assignor and Assignee (the "Purchase Agreement"). Capitalized terms used in this Assignment without definition will have the respective meanings given to them in the Purchase Agreement.

The Purchase Agreement provides, among other things, for the sale by Assignor to Assignee of the Purchased Assets, including the Acquired Trademarks. This Assignment is made and delivered in accordance with the Purchase Agreement to assure the transfer by Assignor to Assignee of the Acquired Trademarks, including the registered trademark listed on the attached Exhibit A for the United States (the "Trademark"), without derogating in any way from any separate instruments of transfer that may be delivered by Assignor to Assignee concerning any of the Purchased Assets.

Pursuant to the Purchase Agreement, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, and Assignee's successors and assigns, all of Assignor's rights, title and interest in, to and under the Trademark, together with their common law rights, goodwill and the business associated with the Trademark, and registrations thereof (including, without limitation, all proceeds thereof and the rights to sue for past, present and future infringements and damages), the same to be held and enjoyed by Assignee, for its own use and on behalf of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor agrees to execute and deliver to Assignee, promptly upon request, any additional documents that are reasonably necessary to record or perfect Assignee's interest in, ownership of or title to the Trademark, to clear any encumbrances on the Trademark, or otherwise give full effect to the purposes of this Assignment.

Assignor authorizes and requests any official in the country listed on the attached Exhibit A, whose duty it is to register and record ownership in trademark registrations and applications for registration of trademarks, to record Assignee as the assignee and owner of any and all of Assignor's right, title and interest in and to the Trademark.

Nothing contained in this Assignment will in any way supersede, modify, amend, waive or otherwise affect any of the provisions set forth in the Purchase Agreement, including without limitation any of the representations, warranties, covenants and agreements set forth therein, this Assignment being intended only to effect the transfer by Assignor to Assignee of the Trademark. In the event of any conflict or inconsistency between the Purchase Agreement and this Assignment, the Purchase Agreement will control.

This Assignment will be governed by and construed in accordance with the laws of the State of Delaware, without regard to conflicts of law or choice of law principles, except

that the law of a registering organization, as applicable, shall be the governing law with respect to issues relating to the recordation of the interests hereby assigned.

FISKARS BRANDS, INC.

By: David Lambert
Name: David Lambert
Title: Vice President

STATE OF WISCONSIN)
) ss
COUNTY OF DANE)

Subscribed and sworn to before me this 21st day of January, 2016.

Carl K. A.

Notary Public
County of Dane
State of Wisconsin
My commission expires 8 permanent

EXHIBIT A

UNITED STATES

Mark	Jurisdiction	Registration Number	Registration Date
AMERICAN DESIGNER POTTERY	USA	4763212	June 30, 2015

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