

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM374483

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LRC PRODUCTS LIMITED		02/18/2016	Private Limited Company of England and Wales:
RECEIVING PARTY DATA			
Name:	RECKITT BENCKISER (BRANDS) LIMITED		
Street Address:	103 - 105 Bath Road		
City:	Slough		
State/Country:	UNITED STATES		
Postal Code:	SL1 3UH		
Entity Type:	Private Limited Company of England and Wales: ENGLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86746385	YOURS+MINE	
CORRESPONDENCE DATA			
Fax Number:	2124048714		
<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:	2124048714		
Email:	mlerner@ssbb.com		
Correspondent Name:	Mark Lerner		
Address Line 1:	230 Park Ave, Suite 1130		
Address Line 4:	New York, NEW YORK 10169		
ATTORNEY DOCKET NUMBER:	104888.522		
DOMESTIC REPRESENTATIVE			
Name:	Mark Lerner		
Address Line 1:	230 Park Ave, Suite 1130		
Address Line 4:	New York, NEW YORK 10169		
NAME OF SUBMITTER:	Mark Lerner		
SIGNATURE:	/mark lerner/		
DATE SIGNED:	02/25/2016		

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Total Attachments: 1

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ASSIGNMENT OF REGISTERED TRADE MARK

WHEREAS, LRC Products Limited ("Assignor"), is the owner of all right, title, and interest in and to the trademark YOURS + MINE that is the subject of the pending application Serial No. 86746385 pending in the United States Patent and Trademark Office, (the "Trademark"), and

WHEREAS, Reckitt Benckiser (Brands) Limited, a private limited company organized under the laws of England and Wales with offices at 103-105 Bath Road Slough, SL13UH ENGLAND (hereinafter "Assignee") is desirous of acquiring all rights, title, and interest to the Trademark, the goodwill appurtenant thereto;

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby irrevocably sells, transfers, conveys and assigns to the Assignee, Assignor's entire right, title and interest in and to the Trademark, together with the goodwill of the business associated therewith. Assignor further hereby irrevocably sells, transfers, conveys and assigns to the Assignee the right to sue in Assignee's own name on all claims for past damages and all other legal and equitable relief for infringement or dilution of the Trademark, or unfair competition pertaining to the Trademark and to have and hold the same as fully and completely as the same might have been held by Assignor had this assignment not been made.

This instrument is executed by, and shall be binding upon, Assignor, his successors and assigns, for the uses and purposes above set forth and referred to and shall inure to the benefit of Assignee, its successors and assigns.

Signed at Hull, England, this 18th day of February, 2016

Rosina Baxter

By: Rosina Baxter

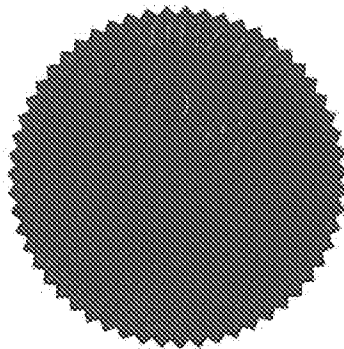
LRC Products Limited

Its: Authorised Signatory

LRC Products Limited

Shirley M. Wharmby
Notary Public

Shirley M Wharmby
Notary Public



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