

TRADEMARK ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900369488
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Steel Technology, LLC		03/18/2016	Limited Liability Company: OREGON

RECEIVING PARTY DATA

Name:	Helen of Troy Limited
Street Address:	George Street, Belleville
Internal Address:	The Phoenix Centre
City:	st. michael
State/Country:	BARBADOS
Postal Code:	0
Entity Type:	Corporation: BARBADOS

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	3834826	HYDRO FLASK
Registration Number:	4055784	HYDRO FLASK
Registration Number:	4055789	H
Serial Number:	85340009	
Registration Number:	4113155	HYDRATE YOUR LIFE
Registration Number:	4020623	WHEREVER THERE'S ADVENTURE
Serial Number:	85725964	HYDRO FLASK
Serial Number:	85725969	H
Registration Number:	4806282	
Registration Number:	4445437	
Registration Number:	4413540	HYDRO FLIP
Registration Number:	4581970	
Registration Number:	4412546	
Serial Number:	86425979	LIVE BOLD. LIVE REFRESHED.
Serial Number:	86257936	
Registration Number:	4906346	

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86288854	
Registration Number:	4910205	
Registration Number:	4910206	
Serial Number:	86288897	
Serial Number:	86425898	SAVING THE WORLD FROM LUKEWARM
Serial Number:	86425917	STOP LUKEWARMING
Serial Number:	86425931	FREEDOM FROM LUKEWARM
Serial Number:	86425950	REFRESHINGLY BOLD
Serial Number:	86425966	HOTTER, COLDER, LONGER
Serial Number:	86452702	HYDRO FLASK TRUE PINT
Registration Number:	4948137	TRUE PINT
Serial Number:	86514654	H
Serial Number:	86563004	TEMPLOCK
Serial Number:	86620306	TEMP-AHH-SURE
Serial Number:	86629393	COLDER. HOTTER. LONGER. HAPPIER.
Serial Number:	86629389	TEMPSHIELD
Serial Number:	86632680	TEMPBLISS
Serial Number:	86722348	HONEYCOMB INSULATION
Serial Number:	86722351	UNEXPECTED REFRESHMENT
Serial Number:	86931804	
Serial Number:	86893395	FRESH CARRY SYSTEM
Serial Number:	86936971	LIVE REFRESHED.
Serial Number:	86936977	HYDRO FLASK
Serial Number:	86936984	H

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.

Phone: 915-225-8040
Email: wbass@hotus.com
Correspondent Name: William J Bass
Address Line 1: 1 Helen of Troy Plaza
Address Line 4: El Paso, TEXAS 79912

NAME OF SUBMITTER:	William Bass
SIGNATURE:	/wjb/
DATE SIGNED:	07/20/2016

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, Steel Technology, LLC, a limited liability company organized under the laws of Oregon ("Assignor"), is the owner of the trademarks listed on Exhibit "A" attached hereto (collectively, the "Trademarks"); and

WHEREAS, Helen of Troy Limited, a company organized under the laws of Barbados ("Assignee"), is desirous of acquiring said Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to Assignee all right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of this 18th day of March, 2016.

Steel Technology, LLC

By: 

Name: Vincent D. Carson

Title: Manager

Exhibit "A"

Trademark	Application #	Registration #
HYDRO FLASK + Design ("H-man" Logo)	77/914,195	3834826
HYDRO FLASK	85/276,217	4055784
H + Design ("H-man" Logo)	85/276,276	4055789
DESIGN MISC	85/340,009	
HYDRATE YOUR LIFE	85/371,642	4113155
WHEREVER THERE'S ADVENTURE	85/164,150	4020623
HYDRO FLASK	85/725,964	
H (Stylized) + Design ("H-man" Logo)	85/725,969	
Product Configuration for Metallic Band Product Configuration	85/792,119	4806282
Product Configuration for Metallic Band Product Configuration	85/980,221	4,445,437
HYDRO FLIP	85/789,877	4413540
Product Configuration for Growler	85/817,359	4,581,970
Product Configuration for Growler	85/979,890	4,412,546
LIVE BOLD. LIVE REFRESHED.	86/425,979	
Product Configuration for Wide Mouth Bottle Design	86/257,936	
Product Configuration of 18oz Body	86/288,841	4,906,346
Product Configuration of 18oz Body plus Twist Cap	86/288,854	
Product Configuration of 18oz Body plus Flip Cap	86/288,865	4,910,205
Product Configuration of Flip Cap	86/288,877	4,910,206
Product Configuration of Twist Cap	86/288,897	
SAVING THE WORLD FROM LUKEWARM	86/425,898	
STOP LUKEWARMING	86/425,917	
FREEDOM FROM LUKEWARM	86/425,931	
REFRESHINGLY BOLD	86/425,950	
HOTTER, COLDER, LONGER	86/425,966	
HYDRO FLASK TRUE PINT	86/452,702	
TRUE PINT	86/452,703	4,948,137
Revised H-Man Logo	86/514,654	
TEMPLOCK	86/563,004	
TEMP-AHH-SURE	86/620,306	
COLDER. HOTTER. LONGER. HAPPIER.	86/629,393	

TEMPSHIELD	86/629,389	
TEMPBLISS	86/632,680	
HONEYCOMB INSULATION	86/722,348	
UNEXPECTED REFRESHMENT	86/722,351	
Product Configuration for Pint Glass With Steel Band	86/931,804	
FRESH CARRY SYSTEM	86/893,395	
LIVE REFRESHED.	86/936,971	
HYDRO FLASK	86/936,977	
Revised H-Man Logo	86/936,984	