

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM394615

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|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Church & Dwight Co., Inc. | | 07/12/2016 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Armaly Sponge Company | | |
| Street Address: | 1900 Easy Street | | |
| City: | Walled Lake | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 48390 | | |
| Entity Type: | Corporation: MICHIGAN | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 0703344 | PARSONS' | |
| Registration Number: | 1016646 | PARSONS' | |
| Registration Number: | 0411796 | SNO BOL | |
| Registration Number: | 1990865 | CAMEO | |
| Registration Number: | 2843104 | CAMEO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7346251625 | | |
| <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: | 734-623-1713 | | |
| Email: | pfransway@dickinsonwright.com | | |
| Correspondent Name: | Paul R. Fransway | | |
| Address Line 1: | 350 S. Main St. | | |
| Address Line 2: | Suite 300 | | |
| Address Line 4: | Ann Arbor, MICHIGAN 48104 | | |
| NAME OF SUBMITTER: | Paul R. Fransway | | |
| SIGNATURE: | /Paul R. Fransway/ | | |
| DATE SIGNED: | 08/10/2016 | | |
| Total Attachments: 3 | | | |

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TRADEMARK ASSIGNMENT

WHEREAS, Church & Dwight Co., Inc., a Delaware corporation (the "Assignor"), is the owner of and has adopted and used those trademarks listed on Schedule A hereto (all such marks being the "Trademarks"); and

WHEREAS, Armaly Sponge Company, a Michigan corporation, with address of P.O. Box 611, Walled Lake, Michigan 48390 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks, in the United States of America and all other countries and jurisdictions of the world, as well as all associated goodwill, as successor to the business of the Assignor to which the Trademarks relate;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right title and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks.

Executed on the 12th day of July, 2016.

CHURCH & DWIGHT CO., INC.

By: _____

Name:

David J. Schuman

Its:

Assistant Secretary

[ACKNOWLEDGEMENT PAGE FOLLOWS]

TRADEMARK

REEL: 005852 FRAME: 0672

ACKNOWLEDGEMENT

State of New Jersey)

City/County of Mercer)

The foregoing instrument was acknowledged before me, the undersigned Notary Public, in my jurisdiction aforesaid, this 12th day of July, 2016, by David J. Schuman, who is personally known to me (or satisfactorily proven) and who voluntarily acknowledged this instrument as Assistant of Church & Dwight Co., Inc. a Delaware corporation, on behalf of such corporation. Secretary

Peter E. Carey
Notary Public

Notary registration number: 50020134


My commission expires: December 7, 2020



Schedule A

Trademarks

Registered Marks – United States

| Trademark | Country | Registration No. | Registration Date |
|---|----------------|-------------------------|--------------------------|
| CAMEO | U.S.A | 2,843,104 | May 18, 2004 |
| CAMEO and Design  | U.S.A. | 1,990,865 | August 6, 1996 |
| PARSONS' | U.S.A. | 703,344 | August 23, 1960 |
| PARSONS' | U.S.A. | 1,016,646 | July 29, 1975 |
| SNO BOL | U.S.A. | 411,796 | February 6, 1945 |