

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM398156

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Reckitt Benckiser N.V.		07/19/2016	Naamloze Vennootschap (Nv): NETHERLANDS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Reckitt Benckiser Finish B.V.		
<b>Street Address:</b>	Siriusdreef 14		
<b>City:</b>	Hoofddorp		
<b>State/Country:</b>	NETHERLANDS		
<b>Postal Code:</b>	2132WT		
<b>Entity Type:</b>	Besloten Vennootschap (B.V.): NETHERLANDS		
<b>PROPERTY NUMBERS Total: 44</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4344319		
<b>Registration Number:</b>	3185540		
<b>Registration Number:</b>	4012762		
<b>Registration Number:</b>	0829572	DIP-IT	
<b>Registration Number:</b>	2625206	ELECTRASOL	
<b>Registration Number:</b>	0831210	ELECTRA-SOL	
<b>Registration Number:</b>	3218734	ETCH-PROTECTOR	
<b>Registration Number:</b>	4178095	ETCH-PROTECTOR	
<b>Registration Number:</b>	3833666		
<b>Registration Number:</b>	4100602		
<b>Registration Number:</b>	2874265	FINISH	
<b>Registration Number:</b>	4164852	FINISH ADVANCED	
<b>Registration Number:</b>	4814565	FINISH	
<b>Registration Number:</b>	3893272	CARE ACTION FINISH	
<b>Registration Number:</b>	3893271	DRY ACTION FINISH	
<b>Registration Number:</b>	4776800	FINISH	
<b>Registration Number:</b>	4063457	FINISH	
<b>Registration Number:</b>	2852195		
<b>Registration Number:</b>	2659496	GELPAC	
<b>TRADEMARK</b>			

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Property Type	Number	Word Mark
Registration Number:	4292831	GELPACS
Registration Number:	3255146	GLASS MAGIC
Registration Number:	0700766	JET-DRY
Registration Number:	2764175	JET-DRY
Registration Number:	4159477	MAX IN 1
Registration Number:	1268110	NOSALT
Registration Number:	4173326	PERFECTION BOOSTERS
Registration Number:	4777640	POWER & FREE
Registration Number:	4556175	POWER GEL
Registration Number:	4306269	POWER UP
Registration Number:	3761279	POWERBALL
Registration Number:	3772178	
Registration Number:	4554698	POWER GEL
Registration Number:	4133503	POWERPACKS
Registration Number:	3604319	QUANTUM
Registration Number:	4819306	QUANTUM MAX
Registration Number:	3793615	QUANTUMATIC
Registration Number:	2950403	
Registration Number:	2561078	
Registration Number:	4890240	SHINE & PROTECT GLASS PROTECT ACTION
Registration Number:	4819363	
Serial Number:	86710839	SUPER CHARGED
Registration Number:	3541561	THE DIAMOND STANDARD OF DISHWASHING
Registration Number:	3513100	TURBO DRY
Registration Number:	3598433	TURBO DRY

**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.*

**Email:** na-tmg@rb.com

**Correspondent Name:** Linda M. Dooley / Reckitt Benckiser LLC

**Address Line 1:** 399 Interpace Parkway

**Address Line 4:** Parsippany, NEW JERSEY 07054

<b>NAME OF SUBMITTER:</b>	Linda M. Dooley
<b>SIGNATURE:</b>	/l. dooley/
<b>DATE SIGNED:</b>	09/12/2016

**Total Attachments: 2**

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**Deed of Assignment**

WHEREAS, **Reckitt Benckiser N.V.** ("Assignor"), a Dutch corporation whose principal office or place of business is Siriusdreef 14, 2132 WT Hoofddorp, The Netherlands, is the sole and exclusive owner of the trademark registrations and trademark applications identified on Exhibit A attached hereto ("Marks"); and

WHEREAS, **Reckitt Benckiser Finish B.V.** ("Assignee"), a Dutch corporation whose principal office or place of business is Siriusdreef 14, 2132WT Hoofddorp, The Netherlands, is desirous of acquiring rights to said Marks.

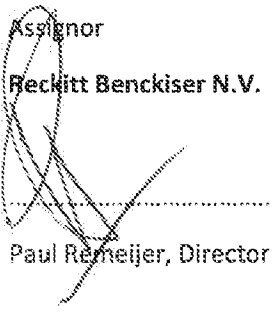
NOW, THEREFORE, in consideration of the premises and the agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Assignor does hereby irrevocably assign, transfer, convey and deliver to Assignee effective as of 19 July 2016, and Assignee hereby accepts all right, title and interest in and to said Marks, including any common law, statutory and other rights associated therewith, together with the goodwill of the business associated with the use of and symbolized by the Marks (if any), and all the registration applications and registrations therefor, and all rights to (i) bring an action, whether at law or in equity, for past, present or future infringement, dilution, misappropriation, misuse or other violation of the Marks against any third party, (ii) any proceeds, benefits, privileges, causes of action, and remedies relating to the Marks, and (iii) recover damages, profits and injunctive relief for all past, present or future infringement, dilution, misappropriation, misused, or other violation of the Marks.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed in its name as of the above written date.

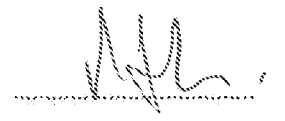
Assignor

**Reckitt Benckiser N.V.**

  
Paul Reineijer, Director

Assignee

**Reckitt Benckiser Finish B.V.**

  
Patrick Melson, Director

Signed at Haarlemmermeer, The Netherlands.

Exhibit A.

Trademark	Status	Application #	Registration #
3d Bosphorous Bottle Design	REGISTERED	85429067	4344319
3D Dual Chamber Bottle Shape	REGISTERED	78500636	3185540
DIAMOND 2d Shape	REGISTERED	77300164	4012762
DIP-IT	REGISTERED	72249313	829572
ELECTRASOL	REGISTERED	78086054	2625206
ELECTRA-SOL	REGISTERED	72249314	831210
ETCH-PROTECTOR	REGISTERED	78589397	3218734
ETCH-PROTECTOR	REGISTERED	85359776	4178095
Explosion Diamond Bottle Shape	REGISTERED	77774732	3833666
Fan Bottle Shape	REGISTERED	77943699	4100602
FINISH	REGISTERED	78165242	2874265
FINISH ADVANCED	REGISTERED	77591503	4164852
FINISH AND GLASS LOGO (2014)	REGISTERED	86398256	4814565
FINISH CARE ACTION logo	REGISTERED	85026736	3893272
FINISH DRY ACTION logo	REGISTERED	85026729	3893271
FINISH GONZO Packaging 2D design	REGISTERED	86463880	4776800
FINISH logo 2007	REGISTERED	85338502	4063457
Gel Cap Blue/White with Red injected Core	REGISTERED	78055348	2852195
GELPAC	REGISTERED	78066333	2659496
GELPACS	REGISTERED	85203572	4292831
GLASS MAGIC	REGISTERED	78786565	3255146
JET-DRY	REGISTERED	72087337	700766
JET-DRY	REGISTERED	78105145	2764175
MAX IN 1	REGISTERED	77196913	4159477
NOSALT stylized	REGISTERED	73264804	1268110
PERFECTION BOOSTERS	REGISTERED	77418355	4173326
POWER & FREE	REGISTERED	85859856	4777640
POWER GEL	REGISTERED	85113148	4556175
POWER UP	REGISTERED	85484827	4306269
POWERBALL	REGISTERED	77812379	3761279
Powerball Star Device	REGISTERED	77335465	3772178
POWERGEL Logo (US Version)	REGISTERED	85970101	4554698
POWERPACKS	REGISTERED	77415820	4133503
QUANTUM	REGISTERED	78556018	3604319
QUANTUM MAX	REGISTERED	86338374	4819306
QUANTUMATIC	REGISTERED	77332690	3793615
Rectangular Tablet - Blue/White with Red protruding ball	REGISTERED	75694658	2950403
Red ball device 2d	REGISTERED	75909781	2561078
SHINE & PROTECT GLASS PROTECT ACTION with Logo	REGISTERED	86383730	4890240
SHINE & PROTECT LOGO	REGISTERED	86345333	4819363
SUPER CHARGED Logo	AP-ALLOWED	86710839	
THE DIAMOND STANDARD OF DISHWASHING	REGISTERED	77370674	3541561
TURBO DRY	REGISTERED	77044219	3513100
TURBO DRY and Fan device	REGISTERED	77569875	3598433