

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM399288

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | RESUBMISSION | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| RESUBMIT DOCUMENT ID: | 900377734 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Reckitt Benckiser N.V. | | 07/19/2016 | Naamloze Vennootschap (Nv): NETHERLANDS |
| RECEIVING PARTY DATA | | | |
| Name: | Reckitt Benckiser Lime-A-Way B.V. | | |
| Street Address: | Siriusdreef 14 | | |
| City: | Hoofddorp | | |
| State/Country: | NETHERLANDS | | |
| Postal Code: | 2132WT | | |
| Entity Type: | Besloten Vennootschap (B.V.): NETHERLANDS | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86420429 | LIME-A-WAY | |
| Registration Number: | 1406406 | LIME-A-WAY | |
| Registration Number: | 0716263 | LIME-A-WAY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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> | | | |
| 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 | | |
| NAME OF SUBMITTER: | Linda M. Dooley | | |
| SIGNATURE: | /l. dooley/ | | |
| DATE SIGNED: | 09/21/2016 | | |
| Total Attachments: 2 | | | |
| source=Reckitt Benckiser Lime-A-Way B.V. Deed US#page1.tif | | | |
| source=Reckitt Benckiser Lime-A-Way B.V. Deed US#page2.tif | | | |

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 Lime-A-Way 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.

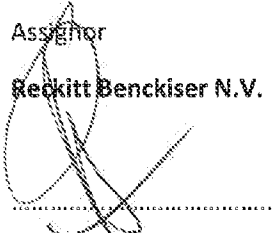
NOW, THEREFORE, in consideration of the premises and the agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

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.

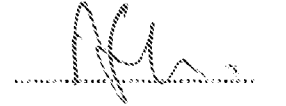
Assignor

Reckitt Benckiser N.V.


.....
Paul Remeijer, Director

Assignee

Reckitt Benckiser Lime-A-Way B.V.


.....
Patrick Melson, Director

Signed at Haarlemmermeer, The Netherlands.

Exhibit A.

| Trademark | Status | Application # | Registration # |
|------------|------------|---------------|----------------|
| LIME-A-WAY | AP-ALLOWED | 86420429 | |
| LIME-A-WAY | REGISTERED | 73579920 | 1406406 |
| LIME-A-WAY | REGISTERED | 72101383 | 0716263 |