

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM399290

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900377737		
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 Power Cleaners B.V.		
Street Address:	Siriusdreef 14		
City:	Hoofddorp		
State/Country:	NETHERLANDS		
Postal Code:	2132WT		
Entity Type:	Besloten Vennootschap (B.V.): NETHERLANDS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4252259		
Registration Number:	4252260		
Registration Number:	4252258		
Registration Number:	4427304	CILLIT	
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			
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source=Reckitt Benckiser Power Cleaners 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 Power Cleaners 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.

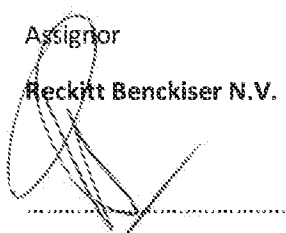
NOW, THEREFORE, in consideration of the premises and the agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

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

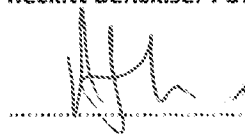
Reckitt Benckiser N.V.



Paul Bemeijer, Director

Assignee

Reckitt Benckiser Power Cleaners B.V.



Patrick Melson, Director

Signed at Haarlemmermeer, The Netherlands.

Exhibit A.

Trademark	Status	Application #	Registration #
BANG House Key Visuals (Green)	REGISTERED	85024911	4252259
BANG House Key Visuals (Orange)	REGISTERED	85024913	4252260
BANG House Key Visuals (Yellow)	REGISTERED	85024909	4252258
CILLIT	REGISTERED	85023822	4427304