

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM422384

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Well Being Hygiene, Inc.		03/03/2017	Corporation: GEORGIA
RECEIVING PARTY DATA			
Name:	Rochester Midland Corporation		
Street Address:	155 Paragon Drive		
City:	Rochester		
State/Country:	NEW YORK		
Postal Code:	14624		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3860180	WELLBEING	
CORRESPONDENCE DATA			
Fax Number:	5852582821		
<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:	585 258 2800		
Email:	jgregorio@underbergkessler.com		
Correspondent Name:	Jessie Gregorio, Esq.		
Address Line 1:	Underberg & Kessler LLP		
Address Line 2:	300 Bausch & Lomb Place		
Address Line 4:	Rochester, NEW YORK 14604		
NAME OF SUBMITTER:	Jessie Gregorio, Esq.		
SIGNATURE:	/Jessie Gregorio/		
DATE SIGNED:	04/04/2017		
Total Attachments: 3			
source=Cover Sheet and Assignment 3860180#page1.tif			
source=Cover Sheet and Assignment 3860180#page2.tif			
source=Cover Sheet and Assignment 3860180#page3.tif			

OP \$40.00 3860180

ASSIGNMENT OF TRADEMARK

TO ALL WHOM IT MAY CONCERN, be it known:

WHEREAS, Well Being Hygiene, Inc., a corporation duly organized and existing under the laws of the State of Georgia, and having a place of business at 955-A Interstate Ridge Drive, Gainesville, GA 30501 (the "Assignor") has used and continues to use the trademark, "Well Being" (the "Mark"), registered in the United States Patent and Trademark Office on October 12, 2010, Registration Number 3860180; and

WHEREAS, Rochester Midland Corporation, a corporation duly organized and existing under the laws of the State of New York, and having a place of business at 155 Paragon Drive, Rochester, New York 14624 (the "Assignee") desires to acquire any and all rights that the Assignor may have in and to the Mark and the registration therefor, together with the goodwill of Assignor's business connected with the Mark, with which the Mark is used and which is symbolized by the Mark (the "Goodwill"), along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign onto the Assignee all right, title and interest in and to the Mark and the registration therefor, together with the Goodwill and the right to recover for damages and profits for past infringements thereof;

The Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's right, title and interest in and to the Mark in the Assignee and to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Well Being Hygiene, Inc.

BY:


Douglas Manning, President

STATE OF GEORGIA
COUNTY OF HALL

SS.:

On the 3rd day of March, 2017 before me, personally appeared Douglas Manning personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.



Cynthia D. Dillay

Notary Public