

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM430104

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/2015
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
VITA-MIX HOLDINGS COMPANY		06/05/2017	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	VITA-MIX MANAGEMENT CORPORATION
Street Address:	8615 Usher Road
City:	Olmsted Township
State/Country:	OHIO
Postal Code:	44138
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3884709	T&G
Registration Number:	3947406	VITAMIX XL

CORRESPONDENCE DATA

Fax Number: 2483583351

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.

Phone: 2483584400

Email: trademarks@brookskushman.com

Correspondent Name: Hope V. Shovein

Address Line 1: 1000 Town Center, 22nd Floor

Address Line 4: Southfield, MICHIGAN 48075-1238

ATTORNEY DOCKET NUMBER:	VITA 0158 A
NAME OF SUBMITTER:	Hope V. Shovein
SIGNATURE:	/hope v shovein/
DATE SIGNED:	06/06/2017

Total Attachments: 1

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**CONFIRMATION OF ASSIGNMENT
OF TRADEMARKS**

VITA-MIX HOLDINGS COMPANY, a Delaware corporation, with its principal place of business at 8615 Usher Road, Olmsted Township, Ohio 44138 ("Assignor"), adopted and used in its business the following trademarks, and is the owner of record of these trademarks and registrations thereof in the United States Patent and Trademark Office:

<u>Reg. No.</u>	<u>Mark</u>	<u>Issued</u>
3,884,709	T&G	12/07/2010
3,947,406	VITAMIX XL	04/19/2011

VITA-MIX MANAGEMENT CORPORATION, a Delaware corporation, with its principal place of business at 8615 Usher Road, Olmsted Township, Ohio 44138 ("Assignee"), has acquired the business, trademarks, and goodwill to which said trademarks and registrations pertains, and desires to register the transfer of the trademark registrations, and goodwill of the business associated therewith in the records of the United States Patent and Trademark Office.

VITA-MIX HOLDINGS COMPANY, confirms that on January 1, 2015, it assigned and transferred to VITA-MIX MANAGEMENT CORPORATION, the entire right, title and interest in and to the trademarks and registrations as set forth above, and the goodwill of the business in connection with which the marks were and are used, together with any claims for damages for past infringement.

VITA-MIX HOLDINGS COMPANY

By: Loree W. Connors

Name: Loree W. Connors

Title: CFO + Treasurer

Dated: 6-5-17