

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM453292

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seisco International LLC		08/26/2016	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	A. O. Smith Corporation		
Street Address:	11270 West Park Place		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53224		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2089882	SEISCO	
CORRESPONDENCE DATA			
Fax Number:	4142770656		
<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:	414-271-6560		
Email:	mkeipdocket@michaelbest.com		
Correspondent Name:	Michael Best & Friedrich LLP		
Address Line 1:	100 E. Wisconsin Avenue, Suite 3300		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	010121-2756-002 (US01)		
NAME OF SUBMITTER:	Katrina G. Hull		
SIGNATURE:	/katrinaghull/		
DATE SIGNED:	12/05/2017		
Total Attachments: 1			
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OP \$40.00 2089882

ASSIGNMENT OF TRADEMARK

This Agreement is made by and between **SEISCO INTERNATIONAL LLC**, a Texas limited liability company located at 241 Airtex Drive, Houston, Texas 77090 (hereinafter "Assignor") and **A. O. SMITH CORPORATION**, a Delaware corporation located at 11270 West **Park Place**, Milwaukee, Wisconsin 53224 (hereafter "Assignee") on this 26th day of August, 2016 ("Effective Date").

WHEREAS, Assignor owns U.S. trademark registration No. 2089882 for the SEISCO mark for "fluid heater, specifically hot water heater and parts therefore, including filters, electronic controllers, heating elements, and inlet and outlet couplings, sold as a unit" (the "Mark"); and

WHEREAS, Assignee is desirous of acquiring said Mark and the registration thereof pursuant to a purchase agreement between the parties.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has assigned and does hereby assign unto Assignee all right, title and interest in and to said Mark, the rights to sue for past, present and future infringements, together with the goodwill of the business symbolized by the Mark.

SEISCO INTERNATIONAL LLC

By: 

David E. Seitz, CEO