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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM458129

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ecology, LLC		12/18/2017	Limited Liability Company: MISSOURI

RECEIVING PARTY DATA

Name:	BISSELL Better Life, LLC		
Street Address:	P.O. Box 3606		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49501		
Entity Type:	Limited Liability Company: MICHIGAN		

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark			
Registration Number:	4178806	2 AM MIRACLE			
Registration Number:	4251393	AUTOMATIC MAGIC			
Registration Number:	3897618	BETTER LIFE			
Registration Number:	4105318	COOL CALM COLLECTED			
Registration Number:	4251394	DISH IT OUT I CAN TAKE IT			
Registration Number:	4178811	EINSHINE			
Registration Number:	4381984	EVEN THE KITCHEN SINK			
Registration Number:	4105319	GO FORTH & CONQUER			
Registration Number:	4274866	GREEN LIKE YOU'VE NEVER SEEN			
Registration Number:	4271411	GREEN SCREEN			
Registration Number:	4178810	I CAN SEE CLEARLY, WOW!			
Registration Number:	4264373	KNOCK OUT			
Registration Number:	4102423	NO REGRETS			
Registration Number:	4178808	OAK-Y DOKEY			
Registration Number:	4282019	RESTORATIONON			
Registration Number:	4264378				
Registration Number:	4105317	SIMPLY FLOORED!			
Registration Number:	4598790	SPIN-CREDIBLE			
Registration Number:	4178812	TAKE IT FOR GRANITE			
		TRADEMARK			

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NADEWARK

Property Type	Number	Word Mark			
Registration Number:	4102422	WHAT-EVER!			
Registration Number:	4102424	WORK IT OWN IT			

CORRESPONDENCE DATA

Fax Number: 6167421010

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: 6167423500

Email: trademarks@mcgarrybair.com

Correspondent Name: Mary C. Bonnema, McGarry Bair PC

Address Line 1: 45 Ottawa Ave SW

Address Line 2: Suite 700

Address Line 4: Grand Rapids, MICHIGAN 49503

NAME OF SUBMITTER:Mary C. BonnemaSIGNATURE:/Mary C. Bonnema/DATE SIGNED:01/16/2018

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, ECOLOGY, LLC, a Missouri limited liability company, having its principal place of business at P.O. Box 15053, St. Louis, Missouri 63110 ("Assignor"), is the record owner of the entire right, title and interest in and to the trademark registrations and applications identified on the attached Schedule A (the "Trademarks"); and

WHEREAS, effective as of October 31, 2017, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademarks by virtue of its use in commerce, to BISSELL Better Life, LLC, a Michigan limited liability company, having its principal place of business at P.O. Box 3606, Grand Rapids, MI 49501 ("Assignee").

NOW, THEREFORE, in view of the premises herein and with consideration, the sufficiency and receipt thereof hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer on this 18th day of December, 2017.

ECOLOGY, LLC

STATE OF Michigan) ss.

Subscribed and sworn to before me this 18th day of <u>December</u>, 2017.

Kathlen D. Kasinak

Notary Public, <u>Kent</u> County, <u>Michigan</u>

My commission expires 7/7/2018

IN WITNESS WHEREOF, Assignor authorized officer on this 10th day of 1	has caused this Assignment to be executed by a duly <i>ECEMber</i> , 2017.
	BISSELL BETTER LIFE, LLC By: SVP - CFO BISSELL Homecare, Inc. (James S. Nicholson)
STATE OF <u>Michigan</u>) ss. COUNTY OF <u>Kent</u>)	(James 5. Nicholson)
Subscribed and sworn to before me thi	Notary Public, Kent County, Michigan By:

SCHEDULE A

Mark	Status	Country	Application Number	Filing Date	Registration Number	Registration Date
2 AM MIRACLE	Registered	United States	85/480,429	11/23/2011	4,178,806	07/24/2012
AUTOMATIC MAGIC	Registered	United States	85/480,453	11/23/2011	4,251,393	11/27/2012
BETTER LIFE	Registered	Canada	1685401	07/16/2014	TMA971513	05/23/2017
BETTER LIFE	Pending	China	1297333	04/05/2016		
BETTER LIFE	Registered	WIPO		04/05/2016	1297333	04/05/2016
BETTER LIFE	Registered	United States	77/438,257	04/02/2008	3,897,618	12/28/2010
COOL CALM COLLECTED	Registered	United States	85/370,193	07/13/2011	4,105,318	02/28/2012
DISH IT OUT I CAN TAKE IT	Registered	United States	85/480,478	11/23/2011	4,251,394	11/27/2012
EINSHINE	Registered	United States	85/480,466	11/23/2011	4,178,811	07/24/2012
EVEN THE KITCHEN SINK	Registered	United States	85/480,438	11/23/2011	4,381,984	08/13/2013
GO FORTH & CONQUER	Registered	United States	85/370,209	07/13/2011	4,105,319	02/28/2012
GREEN LIKE YOU'VE NEVER SEEN	Registered	United States	85/625,228	05/15/2012	4,274,866	01/15/2013
GREEN SCREEN	Registered	United States	85/621,686	05/10/2012	4,271,411	01/08/2013
I CAN SEE CLEARLY, WOW!	Registered	United States	85/480,455	11/23/2011	4,178,810	07/24/2012
KNOCK OUT	Registered	United States	85/621,682	05/10/2012	4,264,373	12/25/2012
NO REGRETS	Registered	United States	85/370,201	07/13/2011	4,102,423	02/21/2012
OAK-Y DOKEY	Registered	United States	85/480,444	11/23/2011	4,178,808	07/24/2012
RESTORATIONON	Registered	United States	85/625,230	05/15/2012	4,282,019	01/29/2013

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Mark	Status	Country	Application Number	Filing Date	Registration Number	Registration Date
SAFE Logo	Registered	United States	85/621,746	05/10/2012	4,264,378	12/25/2012
SIMPLY FLOORED!	Registered	United States	85/370,185	07/13/2011	4,105,317	02/28/2012
SPIN-CREDIBLE	Registered	United States	86/065,692	09/16/2013	4,598,790	09/02/2014
TAKE IT FOR GRANITE	Registered	United States	85/480,474	11/23/2011	4,178,812	07/24/2012
WHAT-EVER!	Registered	United States	85/370,190	07/13/2011	4,102,422	02/21/2012
WORK IT OWN IT	Registered	United States	85/370,212	07/13/2011	4,102,424	02/21/2012
BETTER LIFE Logo	Pending	China	24275553	05/23/2017		
BETTER LIFE CLEAN HAPPENS Logo	Pending	China	24270165	05/23/2017	•	
BETTER LIFE Logo	Pending	Hong Kong	304162545	06/06/2017	******	1

RECORDED: 01/16/2018