

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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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. Bonnema
SIGNATURE:	/Mary C. Bonnema/
DATE SIGNED:	01/16/2018

Total Attachments: 4
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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

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		