

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM459857

| | | | |
|---|--|--------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Centennial Ag Supply Co. | | 12/18/2017 | Corporation: COLORADO |
| RECEIVING PARTY DATA | | | |
| Name: | Helena Holding Company | | |
| Street Address: | 225 Schilling Blvd., Suite 300 | | |
| City: | Collierville | | |
| State/Country: | TENNESSEE | | |
| Postal Code: | 38017 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 6 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2569726 | CENTENNIAL AG SUPPLY CO. | |
| Registration Number: | 2793121 | EXSODIS | |
| Registration Number: | 4790441 | FLASHGUARD | |
| Registration Number: | 2580088 | FLUIDGRO | |
| Registration Number: | 3376030 | IONIC | |
| Registration Number: | 4279178 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2029068669 | | |
| <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: | 202.906.8712 | | |
| Email: | ipmail@dykema.com | | |
| Correspondent Name: | Jennifer Fraser | | |
| Address Line 1: | 1301 K Street, N.W., Suite 1100 West | | |
| Address Line 4: | Washington, D.C. 20005 | | |
| NAME OF SUBMITTER: | Jennifer Fraser | | |
| SIGNATURE: | /jf/ | | |
| DATE SIGNED: | 01/29/2018 | | |
| Total Attachments: 4 | | | |

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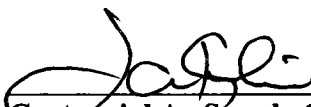
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ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, Centennial Ag Supply Co., a corporation of Colorado, having an address of 24330 Hwy 34, Greeley, Colorado, 80631 (hereinafter "Assignor"), is the owner of the trademarks and domain names listed in Schedule A (hereinafter the "Trademarks" and "Domain Names");

WHEREAS, Helena Holding Company, a corporation of Delaware, having an address of 225 Schilling Blvd., Suite 300, Collierville, Tennessee, 38017, (hereinafter "Assignee") is desirous to acquire all right, title and interest in and to the Trademarks and Domain Names, together with the goodwill of such business related to the Trademarks, and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Assignor assigns to Assignee all right, title and interest in and to the Trademarks and Domain Names, together with the goodwill of the business symbolized by the Trademarks, and registrations therefor, along with that portion of the business to which the Trademarks pertain, and all rights to damages and profits, due or accrued, arising out of past infringements of said Trademarks, and the right to sue for and recover the same.



Centennial Ag Supply Co.

Helena Holding Company

Name: James Klein

Name: _____

Title: Chairman of the Board

Title: _____

Date: 12-18-17

Date: _____

ASSIGNMENT OF INTELLECTUAL PROPERTY

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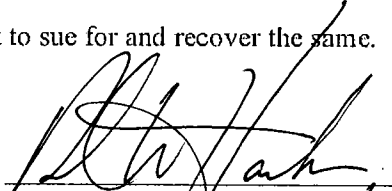
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Assignor assigns to Assignee all right, title and interest in and to the Trademarks and Domain Names, together with the goodwill of the business symbolized by the Trademarks, and registrations therefor, along with that portion of the business to which the Trademarks pertain, and all rights to damages and profits, due or accrued, arising out of past infringements of said Trademarks, and the right to sue for and recover the same.

Centennial Ag Supply Co.

Name: _____

Title: _____

Date: _____



Helena Holding Company

Name: David W. Hawkins

Title: Sec.

Date: 12/18/17

SCHEDULE A

Trademarks

| <u>Registration No.</u> | <u>Mark</u> |
|-------------------------|--------------------------|
| 2,569,726 | CENTENNIAL AG SUPPLY CO. |
| 2,793,121 | EXSODIS |
| 4,790,441 | FLASHGUARD |
| 2,580,088 | FLUIDGRO |
| 3,376,030 | IONIC |
| 4,279,178 | Leaf Design |



Common Law Trademarks

FluidGro

NTruZT

NTruZT Plus*

Transit

StressOut!

SloRide

NCapsulate

FlashGuard

38-Special

BeetNik

32-Caliber

KBoost

AquaCon Plus

Domain Names

PLANTCHOW.COM
FLUIDGROW.COM
FLUIDGRO.COM
AGRITRAK.COM
CENTAG.COM
CENTAG.NET
CENTENNIALAGSUPPLY.COM
CENTENNIALAGSUPPLY.NET
FLUIDGRO.NET