

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM472806

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RECKITT BENCKISER FINISH B.V.		07/17/2017	Besloten Vennootschap (B.V.): NETHERLANDS
RECEIVING PARTY DATA			
Name:	The French's Food Company LLC		
Street Address:	4 Mill Ridge Lane		
City:	Chester		
State/Country:	NEW JERSEY		
Postal Code:	07930		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1268110	NOSALT	
CORRESPONDENCE DATA			
Fax Number:	4152687522		
<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:	4152687000		
Email:	ksamia@mofo.com		
Correspondent Name:	Jennifer Lee Taylor		
Address Line 1:	425 Market Street		
Address Line 2:	c/o Morrison & Foerster LLP		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	274149305000		
NAME OF SUBMITTER:	Jennifer Lee Taylor		
SIGNATURE:	/JLT2/		
DATE SIGNED:	05/04/2018		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

WHEREAS, RECKITT BENCKISER FINISH B.V. ("Assignor"), a corporation organized under the laws of the Netherlands having a business address of Siriusdreef 14, 2132WT, Hoofddorp, the Netherlands, is the owner of the one U.S. trademark registration set forth in attached Schedule A and the two Canadian trademark registrations set forth in attached Schedule B (collectively, the "Marks"); and

WHEREAS, THE FRENCH'S FOOD COMPANY LLC ("Assignee"), a corporation organized under the laws of the State of Delaware having a business address of 4 Mill Ridge Lane, Chester, New Jersey 07930, USA is desirous of acquiring Assignor's entire right, title and interest in, to and under the Marks, together with the goodwill associated therewith (collectively, the "Trademark Rights").

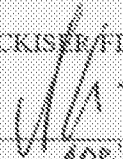
NOW, THEREFORE, for consideration of €1 (one Euro), the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Trademark Rights, including, without limitation, the right to sue for, assert claims or demands, settle and/or release, and recover damages and all other remedies for any past or present or future infringements thereof, the same to be held and enjoyed by Assignee, its successors and assigns to the same extent that such right, title and interest, if any, would have been held and enjoyed by Assignor if this Trademark Assignment had not been made.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties hereto have executed this Trademark
Assignment as of this 17 day of July, 2017.


RECKITT BENCKISSE FINISH B.V.

By:


Name: ADRIAAN WEIS FOR RECKITT BENCKISSE NV
Title: DIRECTOR

THE FRENCH'S FOOD COMPANY LLC

By:


Name: Linda M. Duffley
Title: Assistant Secretary

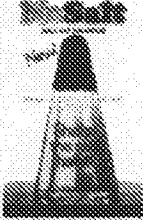
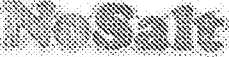
SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
NOSALT & design NoSalt	1,268,110	February 21, 1984

SCHEDULE B

CANADIAN TRADEMARK REGISTRATIONS

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
NOSALT & design 	TMA339,582	April 29, 1988
NOSALT & design 	TMA341,131	June 3, 1988