

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM482239

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Trinidad/Benham Corp		07/03/2018	Corporation: COLORADO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Kingsford Products Company LLC		
<b>Street Address:</b>	1221 Broadway		
<b>City:</b>	Oakland		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94612		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5214832	RULE THE GRILL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5102711652		
<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>			
<b>Phone:</b>	5102081496		
<b>Email:</b>	trademarks@clorox.com		
<b>Correspondent Name:</b>	Adam Brink		
<b>Address Line 1:</b>	1221 Broadway		
<b>Address Line 4:</b>	Oakland, CALIFORNIA 94612		
<b>NAME OF SUBMITTER:</b>	Adam C. Brink		
<b>SIGNATURE:</b>	/Adam Brink/		
<b>DATE SIGNED:</b>	07/17/2018		
<b>Total Attachments: 4</b>			
source=Trinidad-Glad-Kingsford_IP Assignment - Fully Executed - TM Assignment Only#page1.tif			
source=Trinidad-Glad-Kingsford_IP Assignment - Fully Executed - TM Assignment Only#page2.tif			
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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("**Assignment**") made effective as of June 28, 2018 is from Trinidad/Benham Corp, a Colorado corporation ("**Assignor**"), in favor of The Kingsford Products Company LLC, a Delaware limited liability company ("**Assignee**").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed on Attachment A to this Assignment (the "**Trademarks**") together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, pursuant Sections 7.12 and 7.13 of the TMLA by and between Assignor and Assignee dated as of September 1, 2014, Assignor conveyed to Assignee all right, title and interest in and to the Trademarks as well as the goodwill of the business connected therewith and symbolized thereby; and

WHEREAS, Assignor desires to confirm Assignee's acquisition of the Trademarks and goodwill connected therewith and symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged:

Assignor hereby assigns, transfers, and conveys to Assignee (and its successors and assigns) the entire worldwide right, title, interest in and to the Trademarks and all trademark rights, copyright rights, moral rights, rights of publicity, and other rights applicable to the Trademarks, all registrations of (and applications to register) the Trademarks in any jurisdiction, all common law, statutory, treaty, and convention rights in the Trademarks, and the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations of the Trademarks, the right to apply for trademark registrations anywhere in the world based in whole or in part upon the Trademarks, any priority rights that may arise from the Trademarks, and all rights to sue for, and seek damages and any other legal or equitable remedies for, all past, present, and future infringement, dilution, or other violation of the Trademarks throughout the world); the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this assignment, transfer, and conveyance not been made.

Assignor authorizes the Commissioner for Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and all other trademark offices of any relevant jurisdiction to record the transfer of all registrations of the Trademarks (and applications therefor) to Assignee as assignee of Assignor's entire right, title and interest therein.


Assignor agrees to further execute any documents and take all other lawful acts reasonably necessary or desirable to effect this assignment or to confirm Assignee's ownership of the Trademarks, promptly upon request from Assignee. This Assignment shall be binding upon

and enforceable against Assignor and its successors and assigns and shall inure to the benefit of and be enforceable by Assignee and its successors and assigns.

*\*Remainder of Page Intentionally Left Blank\**

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative as of the date first above written.

ASSIGNOR: Trinidad/Benham Corp

By: 

Name: Jason C. Kambler

Title: CFO

Date: July 3, 2018

Attachment A to  
Trademark Assignment

<u>Jurisdiction</u>	<u>Description of Mark</u>	<u>Filing Date</u>	<u>Registration Number</u>	<u>Registration Date</u>
United States	RULE THE GRILL	January 21, 2016	5214832	May 30, 2017