

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM489348

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reed-Union Corporation		07/02/2018	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Energizer Brands, LLC		
Street Address:	533 Maryville University Drive		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63141		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1148569	NU FINISH	
Registration Number:	5132474	NU FINISH	
Registration Number:	4309575	NU FINISH RAPID SHINE	
Registration Number:	0951712	NU VINYL	
Registration Number:	4352452	SCRATCH DOCTOR	
Registration Number:	3322853	THE ONCE A YEAR CAR POLISH	
CORRESPONDENCE DATA			
Fax Number:	4048156555		
<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:	4048156500		
Email:	mcarson@kilpatricktownsend.com		
Correspondent Name:	Alicia Grahm Jones		
Address Line 1:	Kilpatrick Townsend & Stockton LLP		
Address Line 2:	1100 Peachtree Street NE, Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	1102921		
NAME OF SUBMITTER:	Michael Carson		
SIGNATURE:	/Michael Carson/		
DATE SIGNED:	09/10/2018		

OP \$165.00 1148569

Total Attachments: 8

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Schedule 1

Short Form Trademark Assignment Agreement

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Trademark Assignment"), including all schedules attached hereto, is made effective July 2, 2018 (the "Effective Date"), by and among Reed-Union Corporation, an Illinois corporation, whose full post office address is 843 S. Northwoods Road, Deerfield, IL 60015 ("Assignor") and Energizer Brands, LLC, a Delaware limited liability company, whose full post office address is 533 Maryville University Dr., St. Louis, MO 63141 ("Energizer"). Assignor and Energizer may be referred to in this Trademark Assignment each as a "Party" and collectively as the "Parties."

WHEREAS, Assignor desires to assign to Energizer and Energizer desires to accept from Assignor ownership of the trademarks and the registrations therefor identified on Exhibit A.

NOW, THEREFORE, Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, does hereby assign and transfer unto Energizer, all of its right, title, and interest in, to or under the trademarks and the registrations therefor identified on Exhibit A, including all goodwill of the business associated therewith. Energizer may record this Assignment with the United States Patent and Trademark Office and with comparable offices in other jurisdictions throughout the world, as well as with any other United States or foreign government office as may be necessary or appropriate.

This Trademark Assignment may be executed simultaneously in multiple counterparts, and in separate counterparts (including via facsimile or portable document (PDF)), each of which shall be deemed an original, but all of which taken together shall constitute one and the same instrument.

Assignor

Reed-Union Corporation

By: 

Name: Peter D. Goldman

Title: President, Secretary and Treasurer

Energizer

Energizer Brands, LLC

By: _____

Name: _____

Title: _____

Schedule 1

Short Form Trademark Assignment Agreement

TRADEMARK ASSIGNMENT AGREEMENT

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Assignor

Reed-Union Corporation

By: _____

Name: _____

Title: _____

Energizer

Energizer Brands, LLC

By:  _____



Name: Mark S. LaVigne

Title: Executive VP

Exhibit A to Trademark Assignment

Registered trademarks:

<u>Mark Name</u>	<u>Mark Image</u>	<u>Country</u>	<u>Status</u>	<u>Application Number</u>	<u>Filed Date</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Next Action</u>	<u>Next Action Due Date</u>	<u>International Goods</u>	<u>MBF Ref.</u>
NU FINISH		Australia - International Registration Designation	Registered	881667	5/4/2010	881667	5/4/2010			3:Car polish	017770-9003-AU00
NU FINISH		Canada	Registered	391885	11/21/1975	237184	11/16/1979	Renewal	11/16/2024	CA Goods: automobile polish	017770-9003-CA00
NU FINISH		Costa Rica	Registered	2013-10217	11/25/2013	236398	7/3/2014	Renewal	7/3/2024	3:Car polish	017770-9003-CR00
NU FINISH		European Union - IPO International Registration Designation	Registered	881667	1/27/2011	881667	1/5/2012		3/8/2026	3:car polish	017770-9003-EM00
NU FINISH		Hong Kong	Registered	302528758	2/22/2013	302528758	7/19/2013	Renewal	2/21/2023	3:Car polish	017770-9003-HK00
NU FINISH		International	Registered	881667	3/8/2006	881667	3/8/2006	Renewal	3/8/2026	3:car polish	017770-9003-WO00
NU FINISH		International - Claims Priority	Registered	1347776	3/20/2017	1347776	3/20/2017	Renewal	3/20/2027	3:Car polish	017770-9003-WO01
NU FINISH		Japan - International Registration Designation	Registered	881667	3/8/2006	881667	2/1/2008			3:car polish	017770-9003-JP01
NU FINISH		Korea, Republic of - (KR) International Registration Designation	Registered	881667	3/8/2006	881667	9/7/2007			3:car polish	017770-9003-KR00
NU FINISH		Malaysia	Registered	88002680	6/6/1988	88002680	7/10/1995	Renewal	6/7/2019	3:car polish	017770-9003-MY00

<u>Mark Name</u>	<u>Mark Image</u>	<u>Country</u>	<u>Status</u>	<u>Application Number</u>	<u>Filed Date</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Next Action</u>	<u>Next Action Due Date</u>	<u>International Goods</u>	<u>MBF Ref.</u>
NU FINISH		Mexico - International Registration Designation	Registered	0881667	11/22/2013	0881667	11/22/2013			3:Car polish	017770-9003-MX00
NU FINISH		Philippines - International Registration Designation	Application	1347776	3/20/2017			Declaration of Use	3/20/2020	3:Car polish	017770-9003-PH01
NU FINISH		Puerto Rico	Registered	23084	10/2/1980	23084	10/2/1980	Renewal	10/2/2020	3:car polish	017770-9003-PR00
NU FINISH		Russian Federation	Registered	95704560	4/24/1995	144994	4/24/1995	Renewal	4/24/2025	3:car polish	017770-9003-RU00
NU FINISH		Taiwan	Registered	291312	8/1/1985	291312	8/1/1985	Renewal	7/31/2025	3:car polish	017770-9003-TW00
NU FINISH		Thailand	Registered	882663	2/22/2013	TM391230	1/22/2015	Renewal	2/21/2023	3:Car polish	017770-9003-TH00
NU FINISH		Turkey - International Registration Designation	Published	1347776	3/20/2017			Awaiting Registration Certificate		3:Car polish	017770-9003-TR00
NU FINISH		United States of America	Registered	73/068,461	11/10/1975	1148569	3/24/1981	Renewal	3/24/2021	3:car polish	017770-9003-US00
NU FINISH		Vietnam	Registered	4-2003-09334	10/14/2003	60280	2/17/2005	Renewal	10/14/2023	3:car polish	017770-9003-VN00
NU FINISH & DESIGN		China - International Registration Designation	Application	1311814	6/8/2016			Awaiting Result of Office Action Response		3:Car polish	017770-9027-CN00
NU FINISH & DESIGN		International	Registered	1311814	6/8/2016	1311814	6/8/2016	Renewal	6/8/2026	3:Car polish	017770-9027-WO00
NU FINISH & DESIGN		United States of America	Registered	87/059,398	6/3/2016	5132474	1/31/2017	Declaration of Use	1/31/2023	3:Car polish	017770-9027-US00
NU FINISH CLING		Australia - International Registration Designation	Registered	1401160	7/12/2010	1059274	12/6/2012			3:Automotive care products, for cleaning, shining and protecting automobile exterior and	017770-9016-AU00

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										interior surfaces	
NU FINISH CLING		Canada	Registered	1453537	9/29/2009	831507	9/7/2012	Renewal	9/7/2027	CA Goods: Automotive preparations for cleaning, shining and protecting automobile exterior and interior surfaces	017770-9016-CA00
NU FINISH CLING		International	Registered	1059274	7/12/2010	1059274	7/12/2010	Renewal	7/12/2020	3:automotive care products, for cleaning, shining and protecting automobile exterior and interior surfaces	017770-9016-WO00
NU FINISH RAPID SHINE		United States of America	Registered	85/234,723	2/4/2011	4309575	3/26/2013	Declaration of Use	3/26/2019	3:Automotive preparations for cleaning, shining and protecting automobile exterior and interior surfaces	017770-9018-US00
NU FINISH THE ONCE A YEAR		Mexico	Registered	110061	9/28/1994	778367	11/22/2002	Renewal	9/28/2024	3:cleaning preparations, polishing and polishing cars	017770-9012-MX00
NU FINISH THE ONCE A YEAR CAR POLISH		Malaysia	Registered	91001844	4/22/1991	91001844	9/15/1995	Renewal	4/22/2018	3:car polish	017770-9004-MY00

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NU VINYL		United States of America	Registered	72/386,630	3/17/1971	951712	1/30/1973	Renewal	1/30/2023	16:weather-proof protective coating for vinyl tops, all vinyl and leather products and like surfaces	017770-9001-US00
NU VINYL		Canada	Registered	372468	2/13/1974	212988	3/26/1976	Renewal	3/26/2021	CA Goods: weather-proof protective coating for vinyl car tops, all vinyl and leather products and like surfaces	017770-9005-CA00
SCRATCH DOCTOR		Australia	Registered	1084443	11/7/2005	1084443	6/20/2006	Renewal	11/7/2025	3:preparations for removing blemishes and imperfections from painted metallic surfaces and fiberglass surfaces	017770-9011-AU00
SCRATCH DOCTOR		Canada	Registered	1279124	11/3/2005	709355	3/12/2008	Renewal	3/12/2023	CA Goods: preparations for removing blemishes and imperfections from painted metallic surfaces and fiberglass surfaces	017770-9011-CA00
SCRATCH DOCTOR		China - International Registration Designation	Registered	1148994	12/13/2012	1148994	12/13/2012			3:Polishing preparation for removing blemishes and imperfections from painted metallic and	017770-9011-CN00

<u>Mark Name</u>	<u>Mark Image</u>	<u>Country</u>	<u>Status</u>	<u>Application Number</u>	<u>Filed Date</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Next Action</u>	<u>Next Action Due Date</u>	<u>International Goods</u>	<u>MBF Ref.</u>
										plastic surfaces for use by consumers	
SCRATCH DOCTOR		International	Registered	1148994	12/13/2012	1148994	12/13/2012	Renewal	12/13/2022	3:P:Polishing preparation for removing blemishes and imperfections from painted metallic and plastic surfaces for use by consumers	017770-9011-WO00
SCRATCH DOCTOR		International	Registered	1154306	2/4/2013	1154306	2/4/2013	Renewal	2/4/2023	3:P:Polishing preparation for removing blemishes and imperfections from painted metallic and plastic surfaces for use by consumers	017770-9011-WO01
SCRATCH DOCTOR		Mexico - International Registration Designation	Registered	1154306	11/22/2013	1154306	11/22/2013	Renewal - through IR	2/4/2023	3:P:Polishing preparation for removing blemishes and imperfections from painted metallic and plastic surfaces for use by consumers	017770-9011-MX00
SCRATCH DOCTOR		United States of America	Registered	85/522,397	1/23/2012	4352452	6/18/2013	Declaration of Use	6/18/2019	3:P:Polishing preparation for removing blemishes and imperfections from painted metallic and plastic surfaces for use by consumers	017770-9011-US01

<u>Mark Name</u>	<u>Mark Image</u>	<u>Country</u>	<u>Status</u>	<u>Application Number</u>	<u>Filed Date</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Next Action</u>	<u>Next Action Due Date</u>	<u>International Goods</u>	<u>MBF Ref.</u>
										consumers	
THE ONCE A YEAR CAR POLISH		Australia - International Registration Designation	Registered	1039077	5/4/2010	1039077	5/4/2010			3:Automobile polish	017770-9008-AU00
THE ONCE A YEAR CAR POLISH		Canada	Registered	393268	1/8/1976	221482	6/24/1977	Renewal	6/24/2022	CA Goods: automobile polish	017770-9008-CA00
THE ONCE A YEAR CAR POLISH		International	Registered	1039077	5/4/2010	1039077	5/4/2010	Renewal	5/4/2020	3:Automobile polish	017770-9008-WO00
THE ONCE A YEAR CAR POLISH		United States of America	Registered	77/081,239	1/11/2007	3322853	10/30/2007	Renewal	10/30/2027	3:Automobile polish	017770-9008-US01

TRADEMARK

REEL: 006434 FRAME: 0058

RECORDED: 09/10/2018