

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM502394

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	3

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BISSELL International Finance Company, S.a.r.l.		12/17/2018	Private Company: LUXEMBOURG

RECEIVING PARTY DATA

Name:	BISSELL Inc.
Street Address:	2345 Walker Avenue, NW
City:	Grand Rapids
State/Country:	MICHIGAN
Postal Code:	49544
Entity Type:	Corporation: MICHIGAN

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	3469813	QUIETCLEAN
Registration Number:	3121140	SANITAIRE
Registration Number:	0787466	SANITAIRE
Registration Number:	1112996	WIDE TRACK
Registration Number:	3718977	DURALITE
Registration Number:	5520872	TRADITION
Registration Number:	5520874	FORCE
Registration Number:	5520873	EXTEND
Registration Number:	5520875	TRANSPORT
Registration Number:	5450390	DRY TIME
Registration Number:	5471658	RESTORE
Registration Number:	5379373	EON
Serial Number:	87493222	RECOUP
Registration Number:	5526054	SPAN
Serial Number:	87217355	COMFORTDRIVE

CORRESPONDENCE DATA

Fax Number: 6167421010

TRADEMARK

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, Suite 700
Address Line 4: Grand Rapids, MICHIGAN 49503

NAME OF SUBMITTER:	Mary C. Bonnema
SIGNATURE:	/Mary C. Bonnema/
DATE SIGNED:	12/17/2018

Total Attachments: 3
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INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT is effective as of December 17, 2018 ("Effective Date") by and between BISSELL INTERNATIONAL FINANCE COMPANY, S.a.r.l. ("Assignor") and BISSELL Inc. ("Assignee").

WHEREAS, BISSELL INTERNATIONAL FINANCE COMPANY, S.a.r.l., a private company organized under the laws of Luxembourg, having its principal place of business at 412F Route d'Esch, L-2086 Luxembourg ("Assignor"), is the record owner of the entire right, title and interest in and to the intellectual property assets identified on Schedule A (collectively the "IP Rights"); and

WHEREAS, Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, assigns and transfers its entire right, title and interest in and to the IP Rights, together with all of the goodwill associated therewith and symbolized thereby, including, without limitation, all common law rights, moral rights, any continuations, divisions, continuations-in-part, reissues, reexaminations, extensions, foreign equivalents thereof, and including the subject matter of all claims that may be obtained therefrom, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties, damages or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of patents, trademarks, and/or copyrights, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, to the Assignee, namely BISSELL Inc., a Michigan corporation, having its principal place of business at 2345 Walker Avenue, NW, Grand Rapids, Michigan 49544.

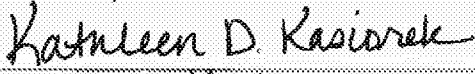
IN WITNESS WHEREOF, this Assignment is signed by the duly authorized a representative of the Assignor as of the Effective Date.

BISSELL INTERNATIONAL FINANCE COMPANY,
S.a.r.l.

By: 
Name: James S. Nicholson
Title: Manager

STATE OF Michigan)
) ss.
COUNTY OF Kent)

Subscribed and sworn to before me this 17th day of December, 2018.


Notary Public, Kent County, Michigan
My commission expires: 7-7-2025

SCHEDULE A**IP RIGHTS****1. U.S. Patents**


Patent No. / Application No.	Country	Title
US9259126	United States	BACKPACK VACUUM CLEANER
USD696,479	United States	BACKPACK VACUUM CLEANER
USD570,566	United States	VACUUM CLEANER HOUSING
USD571,066	United States	VACUUM CLEANER BASE
USD571,065	United States	VACUUM CLEANER

2. U.S. Trademarks – Registered

Mark	Country	Application No.	Registration No.
QUIETCLEAN	United States	78/973054	3469813
SANITAIRE	United States	76/497231	3121140
SANITAIRE	United States	72/195008	0787466
WIDE TRACK	United States	73/100878	1112996
DURALITE	United States	77/083674	3718977
TRADITION	United States	87/493,194	5520872
FORCE	United States	87/493,225	5520874
EXTEND	United States	87/493,201	5520873
TRANSPORT	United States	87/493,230	5520875
DRY TIME	United States	87/493,205	5450390
RESTORE	United States	87/493,238	5471658
EON	United States	87/493,240	5379373
RECOUP	United States	87/493,222	
SPAN	United States	87/493,242	5526054
COMFORTDRIVE	United States	87/217355	

3. U.S. Trademarks - Unregistered

Mark	Country	Usage
Put Time to Work		Brand tagline
The Ultimate Time Machine		Brand tagline
Green Clean Line		Brand tagline
This is exceptional clean.		Brand tagline
This is do not disturb.		Brand tagline
This is employee satisfaction.		Brand tagline
This is smart business.		Brand tagline
This is maximum output.		Brand tagline
A New Era of Clean		Brand tagline

Mark	Country	Usage
LEED Daytime Quiet		Feature call out
Do Not Disturb 24/7		Feature call out
Load Dispersion Technology		Feature call out
EZ KLEEN	United States	
QUICK KLEEN (Stylized)	United States	
		
QUICK KLEEN	United States	
NIMBLE	United States	
VIBRA-GROOMER	United States	

4. U.S. Registered Copyrights

Title	Copyright Number
Sanitaire commercial upright model : 800 series : owner's guide.	TX0006079017
Sanitaire commercial upright vacuum cleaner : 600 and 800 series : owner's guide.	TX0006079015
Sanitaire Quick Kleen commercial upright : 800 series : owner's guide.	TX0006079013
Sanitaire Quick Kleen commercial upright : 800 series : owner's guide.	TX0006079011
Sanitaire Quick Kleen commercial upright : 800 series : owner's guide.	TX0006079014
Sanitaire Quick Kleen commercial upright : 800 series : owner's guide.	TX0006079016
Sanitaire Quick Kleen commercial upright vacuum cleaner : 800 series : owner's guide.	TX0006079012