

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM504320

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900468851		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Brand Buzz, LLC		10/04/2018	Limited Liability Company: NEW JERSEY
<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>	5483801	GRATEGROOVES	
<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>	510-271-3166		
<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>	01/03/2019		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM492778

<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>
Brand Buzz, LLC		10/04/2018	Limited Liability Company: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	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>	5483801	GRATEGROOVES	
<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>	510-271-3166		
<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>	10/04/2018		
<b>Total Attachments: 2</b>			
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source=GRATEGROOVES - BRAND BUZZ to KPC 10 04 2018#page2.tif			

CH \$40.00 5483801

**Trademark Assignment Agreement**

900468851

This Trademark Assignment is made and entered into as of October 4, 2018 (this "Trademark Assignment"), by and between Brand Buzz, LLC, a New Jersey limited liability company ("Assignor") and The Kingsford Products Company, LLC, a Delaware limited liability company ("Assignee").

**RECITALS**

WHEREAS, under the terms of that certain *Trademark License Agreement* dated as of *May 15, 2014* by and between Assignor and The Kingsford Products Company, LLC, Delaware Limited Liability Company, Assignor purchased and now owns the entire right, title and interest in and to all of the trademarks and service marks in the United States as set forth in the table below, together with the common law rights and goodwill associated therewith, and the registrations therefor.

<b>Trademark</b>	<b>Status</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
GRATEGROOVES	Active	5483801	June 5, 2018

WHEREAS, Assignee desires to assume and receive from Assignor the trademark and set forth in the table above, together with the common law rights and goodwill associated therewith and the registrations therefor.

**ASSIGNMENT**


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby transfers, sells, assigns, conveys and delivers to Assignee and its successors and assigns, and Assignee hereby accepts, Assignor's entire right, title and interest in and to the trademarks and service marks set forth in the table above, together with the common law rights and goodwill associated therewith and the registrations therefor, and any and all accounts, contract rights, warranties, litigation claims and rights, including the right to sue for and collect upon all claims for profits and damages as a result of past infringement, if any, and other general intangibles of Assignor related to any of the foregoing, in each case whether now existing or hereafter acquired or created, whether owned, leased or licensed beneficially or of record and whether owned, leased or licensed individually, jointly or otherwise, together with the products and proceeds thereof (including license royalties and the proceeds of infringement suits), and all payments and other distributions with respect thereto (collectively, the "Trademarks").

Assignor further agrees that it shall on the date hereof and from time to time thereafter, at the request and expense of Assignee, perform or cause to be performed such acts and execute, acknowledge and deliver at the request of Assignee, such documents as may reasonably be required to evidence or effectuate the sale, conveyance, assignment, transfer and delivery to Assignee of the Trademarks or for performance by Assignor of any of its obligations hereunder. Upon written request by Assignee, Assignor hereby further agrees that Assignor will sign all lawful papers, execute such documents, make all lawful oaths and otherwise provide reasonable assistance to aid Assignee and its successors, assigns and nominees to enforce the Trademarks in all countries.

Assignor hereby constitutes and appoints Assignee as Assignor's true and lawful attorney in fact, with full power of substitution in Assignor's name and stead, to take any and all steps, including proceedings in law, in equity or otherwise, to execute, acknowledge and deliver any and all instruments and assurances necessary or expedient in order to vest or perfect the aforesaid rights and related causes of action more effectively in Assignee or to protect the same or to enforce any claim or right of any kind with respect thereto. This includes, but is not limited to, any rights with respect to the Trademarks that may have accrued in Assignor's favor from the respective date of first use of any of the Trademarks to the Effective Date of this Assignment. Assignor hereby declares that the foregoing power is coupled with an interest and as such is irrevocable.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written.

ASSIGNOR  
Brand Buzz LLC

By: 

Name: Steven Shueky

Title: President

ASSIGNEE  
The Kingsford Products Company, LLC

By: 

Name: Cheryl Brice

Title: Assistant Secretary