

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM510369

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hearthmark, LLC		02/11/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Hearthmark, LLC		
Street Address:	2381 Executive Center Drive		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33431		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	Royal Oak Enterprises, LLC		
Street Address:	1 Royal Oak Avenue		
City:	Roswell		
State/Country:	GEORGIA		
Postal Code:	30076		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1717560	IDEAL	
CORRESPONDENCE DATA			
Fax Number:			
<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:	201-610-6746		
Email:	adrian.lee@newellco.com		
Correspondent Name:	Adrian Lee		
Address Line 1:	221 River Street		
Address Line 4:	Hoboken, NEW JERSEY 07030		
NAME OF SUBMITTER:	Adrian Lee		
SIGNATURE:	/ALL/		
DATE SIGNED:	02/15/2019		

CH \$40.00 1717560

Total Attachments: 4

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PARTIAL QUITCLAIM TRADEMARK ASSIGNMENT

This Partial Quitclaim Trademark Assignment (this "*Assignment*") is entered into and effective as of the 11 day of February, 2017 (the "*Effective Date*") by and between Hearthmark, LLC ("*Assignor*") and Royal Oak Enterprises, LLC ("*Assignee*").

WHEREAS, Assignor desires to partially sell, convey, assign, transfer and deliver to Assignee solely that portion of Assignor's respective right, title and interest, if any, in, to and under the trademark registration set forth on Schedule A hereto that relates to the "Goods Assigned" that are specifically set forth on Schedule A (the "*Mark*"); and

WHEREAS, Assignee desires to purchase, acquire and accept from Assignor, Assignor's right, title and interest, if any, in, to and under the Mark;

For good and valuable consideration of which receipt is acknowledged, intending to be legally bound, the parties hereto agree as follows:

1. Effective as of the date hereof, Assignor hereby sells, conveys, assigns, transfers and delivers to Assignee, and Assignee hereby purchases, acquires and accepts from Assignor, all of Assignor's right, title and interest, if any, in, to and under the Mark, including (i) any and all goodwill associated therewith, (ii) all common law rights therein to the extent permitted under applicable law (iii) all reissues, extensions and renewals of any of the foregoing and (iv) all rights to sue and recover damages for past, present and future infringement or other violation thereof or conflict therewith.

2. Assignor hereby disclaims all warranties, both express and implied, with respect to the Mark and Assignor's rights thereto, including any encumbrances or warranty of title.

3. The parties agree (i) to furnish upon request to each other such further information, (ii) to execute and deliver to each other such other documents, and (iii) to do such other acts and things, all as the other party may reasonably request for the purpose of carrying out the intent of this Assignment and the transactions contemplated by this Assignment.

4. This Assignment shall be binding upon and inure to the benefit of and be enforceable by Assignee and Assignor and their respective successors and permitted assigns. This Assignment is not intended to, and shall not be construed to, confer upon any person, other than Assignor and Assignee, any rights or remedies hereunder.

5. This Assignment will be governed by and construed and enforced in accordance with the internal laws of the State of Delaware, without giving effect to any law or rule that would cause the laws of any jurisdiction other than the State of Delaware to be applied.

6. No waiver, modification or change of any of the provisions of this Assignment shall be valid unless in writing and signed by the party against whom such claimed waiver, modification or change is sought to be enforced.

7. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which taken together shall constitute one and the same instrument.

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Facsimiles, e-mail transmission of .pdf signatures or other electronic copies of signatures shall be deemed to be originals.

8. All notices and other communications under or by reason of this Assignment will be in writing and will be deemed to have been duly given or made (a) when personally delivered, or (b) upon delivery by overnight courier service, in each case to the addresses and attention parties indicated below (or such other address or attention party as the recipient party has specified by prior notice given to the sending party in accordance with this Section 8):

If to Assignor, to:

Hearthmark, LLC
2381 Executive Center Drive
Boca Raton FL 33431
Attn: President

If to Assignee, to:

Royal Oak Enterprises, LLC
1 Royal Oak Avenue
Roswell, GA 30076
Attn: President

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK;
SIGNATURE PAGE FOLLOWS]

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IN WITNESS WHEREOF, Assignee and Assignor have caused this Partial Quitclaim Trademark Assignment to be executed by their duly authorized representatives as of the date first above written.

ASSIGNOR:

HEARTHMARK, LLC

By: Adrian Lee

Name: Adrian Lee

Title: Assistant Secretary

ASSIGNEE:

ROYAL OAK ENTERPRISES, LLC

By: Scott Reid

Name: Scott Reid

Title: SVP, Sales + Mktg

[SIGNATURE PAGE TO PARTIAL QUITCLAIM TRADEMARK ASSIGNMENT]

TRADEMARK
REEL: 006565 FRAME: 0451

J.C. Al.

SCHEDULE A

MARKS

Trademark	Country	App. Number/ App. Date	Reg. Number/ Reg. Date	Goods Assigned	Goods Retained
IDEAL*	United States	74238410 17-Jan-92	1717560 22-Sep-92	CL 20 - clothespins and wooden furniture dewels	CL 8 - plastic spoons, forks and knives, wooden ice cream and soda spoons

* For the purposes of this Assignment, this listed trademark registration is a "Mark" solely in part, only to the extent that it relates to the specified "Goods Assigned." The remaining portion of this registration, including the portion that relates to the "Goods Retained" is not assigned to Assignee pursuant to this Assignment, and remains owned by Assignor.