

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM634842

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/01/2020		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Block Drug Company, Inc.		11/11/2020	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Foundation Consumer Brands, LLC		
Street Address:	106 Isabella Street, Suite 602		
City:	Pittsburgh		
State/Country:	PENNSYLVANIA		
Postal Code:	15212		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3258606	BREATHE RIGHT	
Registration Number:	3450936	BREATHE BETTER. SLEEP BETTER.	
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:	7043778156		
Email:	jcarusone@robinsonbradshaw.com		
Correspondent Name:	Jennifer Carusone		
Address Line 1:	101 N. Tryon St. Suite 1900		
Address Line 2:	c/o Robinson, Bradshaw & Hinson, P.A.		
Address Line 4:	Charlotte, NORTH CAROLINA 28246		
NAME OF SUBMITTER:	Jennifer Carusone		
SIGNATURE:	/Jennifer Carusone/		
DATE SIGNED:	03/26/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

(Nunc Pro Tunc)

This Trademark Assignment ("Assignment") is by and among **Block Drug Company, Inc.**, a private company limited by shares New Jersey ("Assignor") and **Foundation Consumer Brands, LLC**, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the sole owner of the trademark registrations set forth on the attached Schedule A, as well as all of the goodwill of the business symbolized thereby and associated therewith (the "Trademarks");

WHEREAS, Assignor and Assignee are parties to an Intellectual Property Assignment Deed ("IP Assignment"), dated as of October 1, 2020, pursuant to which Assignor assigned to Assignee certain intellectual property rights of Assignor, including the Trademarks; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns, transfers, conveys and delivers to the Assignee *nunc pro tunc*, effective as of October 1, 2020, and Assignee hereby accepts the assignment, transfer, conveyance and delivery of, all right, title and interest Assignor has in and to the Trademarks, including but not limited to, all goodwill owned by Assignor connected with the use of, or symbolized by, the Trademarks, and to the extent held by Assignor, the right to bring, make, oppose, defend and appeal, proceedings, claims or action in respect of any infringement, misappropriation or any other cause of action (including but not limited to passing off) arising from ownership of any of the Trademarks, whether occurring prior to, on or after the date of the IP Assignment and the right to all remedies recovered in accordance therewith (including but not limited to the right to collect and retain any damages recovered and to all other remedies in accordance with such proceedings, claims or actions; as well as all other common law rights and goodwill associated with the Trademarks and symbolized thereby.

IN WITNESS WHEREOF, the undersigned has executed this Assignment as of the 11th day of November, 2020.

Block Drug Company, Inc.

By: Alicia Chantrey
Name: **Alicia Chantrey**
Title: **Authorised Attorney**

Address:
Corporation Service Company
Princeton South Corporate Center
Suite 160
100 Charles Ewing Blvd
Ewing
New Jersey 08628
United States

Schedule A
Trademarks

Mark	App. No.	Filing Date	Reg. No.	Reg. Date
BREATHE RIGHT	78961893	28-Aug-06	3258606	3-Jul-07
BREATHE BETTER. SLEEP BETTER.	78695504	18-Aug-05	3450936	17-Jun-08

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