

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM753811

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
De Korte Weg B.V.		01/26/2022	Corporation: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Unilever IP Holdings B.V.		
Street Address:	Weena 455		
City:	Rotterdam		
State/Country:	NETHERLANDS		
Postal Code:	3013AL		
Entity Type:	Besloten Vennootschap (B.V.): NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90313989	SACRIFICE NOTHING	
CORRESPONDENCE DATA			
Fax Number:	2149783099		
<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:	2149783090		
Email:	dallastrademarks@bakermckenzie.com		
Correspondent Name:	Dyan M. House		
Address Line 1:	1900 N. Pearl Street, Suite 1500		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	50932068		
DOMESTIC REPRESENTATIVE			
Name:	Dyan M. House		
Address Line 1:	1900 N. Pearl Street		
Address Line 4:	Dallas, TEXAS 75201		
NAME OF SUBMITTER:	Dyan M. House		
SIGNATURE:	/Dyan M. House/		
DATE SIGNED:	09/07/2022		
Total Attachments: 5			

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DATED 26 JANUARY 2021

DE KORTE WEG B.V.

and

UNILEVER IP HOLDINGS B.V.

ASSIGNMENT AGREEMENT

UNITED STATES OF AMERICA

ASSIGNMENT AGREEMENT

DATE: ~~24 January~~, 2021

BETWEEN:

- (1) **De Korte Weg B.V.**, a company incorporated under the laws of the Netherlands, with registered number 20142702 (the "**Assignor**"), whose registered office is at Jagerskade 17, Utrecht, 3552TL, the Netherlands; and
- (2) **Unilever IP Holdings B.V.**, a company incorporated under the laws of the Netherlands, with registered number 81003897 (the "**Assignee**"), whose registered office is at Weena 455, 3013 AL Rotterdam, the Netherlands.

RECITALS:

- (A) The Assignor is the owner of certain registered trade marks and/or the applicant of certain trade mark applications.
- (B) The Assignor has agreed to assign such trade mark rights to the Assignee in accordance with the terms of this Agreement.

IT IS AGREED as follows:

1. ASSIGNMENT

- 1.1 In consideration of the sum of **GBP 1**, inclusive of any applicable taxes, paid by the Assignee to the Assignor (the receipt and sufficiency of which is hereby acknowledged by the Assignor) the Assignor hereby assigns to the Assignee all of its right, title and interest in and to the registered trade marks and/or the trade mark applications set out in the schedule to this Agreement, together with any common law rights and all the goodwill attaching thereto (the "**Trade Marks**") effective on **31 August 2021**.
- 1.2 The assignment of the Trade Marks shall include the right for the Assignee to bring proceedings against any third party in relation to the Trade Marks, including the right to sue in respect of every act of infringement of the Trade Marks occurring prior to the date of this Agreement.

2. FURTHER ASSURANCE

The Assignor agrees at the request and cost of the Assignee that it will at all times after the date of this Agreement do all acts and execute all documents as may reasonably be necessary or desirable to secure the vesting in the Assignee of all rights assigned to the Assignee by this Agreement and to assist in the resolution of any queries from the Assignee concerning the Trade Marks.

3. GOVERNING LAW & JURISDICTION

The construction, validity and performance of this Agreement and all non-contractual obligations arising from or connected with this Agreement shall be governed by, and interpreted in accordance with, English law and the parties hereto submit to the exclusive jurisdiction of the English courts for the purpose of enforcing any claim arising under or in relation to this Agreement.

4. **GENERAL**

This Agreement may be executed in any number of counterparts and by the parties to it on separate counterparts and each such counterpart shall constitute an original of this Agreement but all of which together constitute one and the same instrument. This Agreement shall not be effective until each party has executed at least one counterpart.

TRADE MARK ASSIGNMENT

EXECUTED by the parties:

Signed for and on behalf of **De Korte Weg B.V.:**

Signature: 

Name: MICHELLE BLUNT

Title: AUTHORISED ATTORNEY

Date: 26 January 2022

Signed for and on behalf of **Unilever IP Holdings B.V.:**

Signature: 

Name: JESSICA LE GROS

Title: AUTHORISED ATTORNEY

Date: 29 November 2021

TRADE MARK SCHEDULE

GRN	COUNTRY	TRADE MARK	APP NO.	REG NO.	APP DATE	REG DATE	CLASS	RENEWAL DUE
6782666	United States of America	SACRIFICE NOTHING	90313989		12-Nov-20		29, 30, 43	

TRADEMARK

REEL: 007845 FRAME: 0189

RECORDED: 09/07/2022