

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM771002

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Armitage Brothers Limited		11/17/2022	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Spectrum Brands Pet LLC		
Street Address:	One Rider Trail Plaza Drive		
Internal Address:	Suite 300		
City:	Earth City		
State/Country:	MISSOURI		
Postal Code:	63045		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0854772	GOOD BOY	
CORRESPONDENCE DATA			
Fax Number:	3126165700		
<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:	312-616-5600		
Email:	dklocek@leydig.com		
Correspondent Name:	Michelle L. Zimmermann		
Address Line 1:	TWO PRUDENTIAL PLAZA, 180 N. STETSON AVE		
Address Line 2:	SUITE 4900		
Address Line 4:	CHICAGO, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	758636		
NAME OF SUBMITTER:	Michelle L. Zimmermann		
SIGNATURE:	/Michelle L. Zimmermann/		
DATE SIGNED:	11/30/2022		
Total Attachments: 1			
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Trademark Assignment

WHEREAS, Armitage Brothers Limited ("Assignor"), a United Kingdom private limited company, located at Armitage House, Mile End Road, Road Number 3, Colwick, Nottingham, United Kingdom NG42BA has adopted, used, is using and is the owner of the following mark now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Date of Registration</u>
GOOD BOY	854772	August 13, 1968

WHEREAS, Spectrum Brands Pet LLC ("Assignee"), a New York limited liability company, located at One Rider Trail Plaza Drive, Suite 300, Earth City, Missouri 63045 is desirous or acquiring said mark;

Now, therefore, for goods and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said mark, together with the goodwill symbolized by said mark and registration thereof, and including all common-law and other rights in said mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor and Assignee, do hereby execute this assignment to take effect on the 17th day of November, 2022.

Armitage Brothers Limited

Spectrum Brands Pet LLC

Signature Ben Goodman
Name: Benjamin Goodman
Title: Secretary

Signature James Hemmings
Name: James R.M. Hemmings
Title: Vice President