

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM810790

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900764940		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Procter & Gamble Company		05/10/2023	Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Apex Brands Limited		
<b>Street Address:</b>	1-3 Argus Place, Hillcrest		
<b>City:</b>	Auckland		
<b>State/Country:</b>	NEW ZEALAND		
<b>Postal Code:</b>	0627		
<b>Entity Type:</b>	Company: NEW ZEALAND		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3637252	SNOWBERRY	
<b>Registration Number:</b>	6029168	MADE FROM NATURE, BOOSTED BY SCIENCE	
<b>Registration Number:</b>	5431711	EPROLEX	
<b>Registration Number:</b>	5235471	CUPEP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	djp.ipmail@dentons.com		
<b>Correspondent Name:</b>	Sarah Matthews		
<b>Address Line 1:</b>	3301 North Thanksgiving Way, Suite 400		
<b>Address Line 4:</b>	Lehi, UTAH 84043		
<b>ATTORNEY DOCKET NUMBER:</b>	60800-100		
<b>NAME OF SUBMITTER:</b>	Sarah W. Matthews		
<b>SIGNATURE:</b>	/Sarah W Matthews/		
<b>DATE SIGNED:</b>	05/16/2023		
<b>Total Attachments: 1</b>			



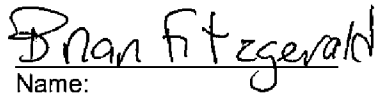
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK ASSIGNMENT

WHEREAS, The Procter & Gamble Company, a corporation duly organized and existing under the laws of the State of Ohio and having its principal place of business at One Procter & Gamble Plaza, Cincinnati, Ohio, 45202 United States of America, ("**Assignor**") owned all the right, title and interest in and to the federal trademark registrations of the marks identified in the Schedule hereto (the "**Marks**"); and

WHEREAS, Apex Brands Limited, a limited company of New Zealand, having its principal place of business at 1-3 Argus Place, Hillcrest, Auckland 0627, New Zealand ("**Assignee**"), desired to acquire all right, title and interest in and to the Marks, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor confirms that on 29 December 2022 pursuant to an Asset Sale and Purchase Agreement with the Assignee, it conveyed and assigned to Assignee the entire right, title and interest in and to the Marks together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

Signed for and on behalf of  
**The Procter & Gamble Company**  
by its authorised signatory:

  
Name:

Title: *SVP Global Business Development*

Date: *May 10, 2023*

**Schedule**

Country	Trade Mark	Class	Application / Registration no.	Status
USA	SNOWBERRY	3	3637252	Registered
USA	MADE FROM NATURE, BOOSTED BY SCIENCE	3	6029168	Registered
USA	eProlex	3	5431711	Registered
USA	CuPEP	3	5235471	Registered