

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Terence John O'Rawe		07/21/2003	INDIVIDUAL: NEW ZEALAND

RECEIVING PARTY DATA	
Name:	Arthur Ellis Ltd.
Street Address:	648 Halswell Junction Road
City:	Christchurch
State/Country:	NEW ZEALAND
Entity Type:	COMPANY: NEW ZEALAND

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2160209	BEAT THE COLD EVERWARM

CORRESPONDENCE DATA	
Fax Number:	(314)345-6060
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(314) 345-6000
Email:	dwalters@blackwellsanders.com
Correspondent Name:	Sondra D Schol
Address Line 1:	720 Olive Street
Address Line 2:	24th Floor
Address Line 4:	St. Louis, MISSOURI 63101

ATTORNEY DOCKET NUMBER:	718679.2
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DOMESTIC REPRESENTATIVE	
Name:	Sondra D Schol
Address Line 1:	720 Olive Street
Address Line 2:	24th Floor
Address Line 4:	St. Louis, MISSOURI 63101

CH \$40.00 2160209

NAME OF SUBMITTER:

Duffy Walters

Total Attachments: 1

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ASSIGNMENT

WHEREAS THE KNOWN JOHN O'RAWE, a New Zealand citizen, of 210 Lichfield Street, Christchurch, New Zealand hereinafter collectively referred to as ASSIGNOR, owns a certain trademark entitled:

EVFHWARM KPAT THK GOLD and device



for which application for a Trademark of the United States was filed in the United States Patent and Trademark Office on February 13, 1907 and having Serial No. 75/241,222, Registration no. 2160700 and

WHEREAS ARTHUR ELLIS Ltd, a New Zealand company, of 6411 Hatawell Junction Road, Christchurch, New Zealand, hereinafter referred to as ASSIGNEE is desirous of acquiring the entire interest in, to and under said trademark and the United States Trademark Registration to be referred to hereinafter.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN

As it known that in consideration of the payment by ASSIGNEE TO ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the full and exclusive right, title and interest to said trademark and all Trademark Registrations of the United States to be obtained hereof on said application, in all countries throughout the world for said trademark for the full term or terms for which the same may be granted.

ASSIGNOR also assigns all of its right, title and interest in and to said trademark in all foreign countries, and all applications for Trademark Registrations which may evolve therefrom.

ASSIGNEE hereby covenants that no assignment, sale, agreement or arrangement has been or will be made or entered into which would conflict with this assignment and sale.

ASSIGNEE further covenants that ASSIGNOR will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said trademark and said Trademark Registrations as may be known and accessible to ASSIGNOR and ASSIGNOR will testify as to the same in any enforcement or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce said application, said trademark and said Trademark Registration which may be necessary or desirable to carry out the purposes hereof.

Date 21 July 1907
