

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM461665

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SCHMIDT'S DEODORANT COMPANY		12/31/2017	Limited Liability Company: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	CONOPCO, INC.		
Street Address:	700 Sylvan Avenue,		
City:	Englewood Cliffs		
State/Country:	NEW JERSEY		
Postal Code:	07632		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	5022401	A NEW KIND OF DEODORANT	
Registration Number:	5022402	CHANGE THE WAY YOU THINK ABOUT DEODORANT	
Registration Number:	5140142	S	
Registration Number:	5169372	SCHMIDT'S	
Registration Number:	5169373	SCHMIDT'S NATURAL DEODORANT	
Serial Number:	87455403	ANTI-ANTIPERSPIRANT	
Serial Number:	87169686	SCHMIDT'S NATURALS	
Serial Number:	87635619	SMELLING NATURAL IS SMELLING GOOD	
Serial Number:	87582802	THE NATURAL	
Serial Number:	87661362	UNISCENTS	
Serial Number:	87495666	WONDERMINT	
CORRESPONDENCE DATA			
Fax Number:	2123101895		
<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:	212 626 4242		
Email:	nyctrademarks@bakermckenzie.com		
Correspondent Name:	Lindsey Utrata		
Address Line 1:	452 Fifth Avenue		

CH \$290.00 5022401

Address Line 2: Baker & McKenzie LLP
Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER: 10060058/50402981

NAME OF SUBMITTER: Lindsey Utrata Authorized Attorney

SIGNATURE: /LEU/

DATE SIGNED: 02/09/2018

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS

Effective Date: December 31, 2017

The undersigned, Schmidt's Deodorant Company LLC, a South Dakota limited liability company, having an address at 5500 Military Trail S 22 344, Jupiter, Florida 33458, United States of America ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from Conopco, Inc., a New York corporation having an address at 700 Sylvan Avenue, Englewood Cliffs, New Jersey, 07632, United States of America ("Assignee"), and pursuant to a certain Asset Purchase Agreement entered into as of December 14, 2017 by and between Assignor on the one hand, and Assignee on the other, does hereby as of the Effective Date assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:


The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks").

Said Trademarks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN WITNESS WHEREOF, each of the parties has duly executed, or caused this agreement to be executed on its behalf by its representatives thereunto duly authorized, all as of the day and year first above written.

SCHMIDT'S DEODORANT COMPANY LLC

By: 
Name: Michael Cammarata
Title: Chief Executive Officer

CONOPCO, INC. D/B/A UNILEVER

By: _____
Name:
Title:

IN WITNESS WHEREOF, each of the parties has duly executed, or caused this agreement to be executed on its behalf by its representatives thereunto duly authorized, all as of the day and year first above written.

SCHMIDT'S DEODORANT COMPANY LLC

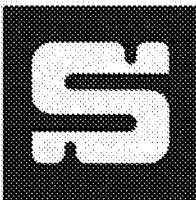

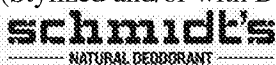
By: _____
Name:
Title:

CONOPCO, INC. D/B/A UNILEVER

By:  _____
Name: Natalia Cavaliere
Title: Assistant Secretary

[Signature Page to Assignment of Trademarks (US)]

EXHIBIT A

REG. NO./ APP. NO.	TRADEMARKS
5022401	A NEW KIND OF DEODORANT
5022402	CHANGE THE WAY YOU THINK ABOUT DEODORANT
5140142	S (Stylized and/or with Design) 
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