

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM483210

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/31/2011		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cool Dry Place Inc.		03/31/2011	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	DDB Worldwide Communications Group Inc.		
Street Address:	437 Madison Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2179351	COOL DRY PLACE	
CORRESPONDENCE DATA			
Fax Number:	2124684888		
<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:	2124684800		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz, Davis & Gilbert LLP		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	5360-755-2		
NAME OF SUBMITTER:	Jeffrey C. Katz		
SIGNATURE:	/Jeffrey C. Katz/		
DATE SIGNED:	07/24/2018		
Total Attachments: 1			
source=Trademark Assignment_Cool Dry Place_DDB Worldwide_2011#page1.tif			

CH \$40.00 2179351

NUNC PRO TUNC ASSIGNMENT IN THE U.S. TRADEMARK OFFICE

WHEREAS, Cool Dry Place Inc, a Delaware corporation, located at 437 Madison Avenue, New York, New York 10022 USA (hereinafter "Assignor"), has adopted and used the mark listed below which is registered in the United States Patent and Trademark Office:

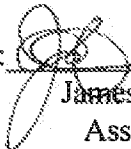
<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
COOL DRY PLACE	2179351	August 4, 1998

WHEREAS, DDB Worldwide Communications Group Inc., a New York corporation 437 Madison Avenue, New York, New York 10022 USA (hereinafter "Assignee"), was desirous of acquiring said mark and said registration thereof;

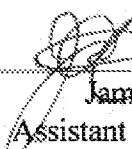
WHEREAS, the parties intend to confirm that effective March 31, 2011, Assignor assigned unto Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration thereof, and all rights to damages or profits due or accrued arising out of past infringement of the said mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed effective as of **March 31, 2011**.

Cool Dry Place Inc.

By: 
James T. Cunningham
Assistant Secretary

DDB Worldwide Communications Group Inc.

By: 
James T. Cunningham
Assistant General Counsel & Assistant Secretary