

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

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SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/09/2020
RESUBMIT DOCUMENT ID:	900563283

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
American Republic Brands, L.L.C.		06/29/2020	Limited Liability Company: MISSOURI

RECEIVING PARTY DATA

Name:	Colgate-Palmolive Company
Street Address:	300 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3084352	SWISH

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 212-813-5900
Email: anicolescu@fzlz.com
Correspondent Name: Tamar Niv Bessinger
Address Line 1: Fross Zelnick Lehrman & Zissu, P.C.
Address Line 2: 151 West 42nd Street, 17th Floor
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	CPC 2006565
NAME OF SUBMITTER:	Anca Nicolescu
SIGNATURE:	/ancanicolescu/
DATE SIGNED:	09/24/2020

Total Attachments: 3

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CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment Agreement by and between Colgate-Palmolive Company, a corporation organized under the laws of the State of Delaware, with offices at 300 Park Avenue, New York, New York 10022 ("Assignee"), and American Republic Brands, L.L.C., a Missouri limited liability company, with offices at 8515 Page Avenue, St. Louis, Missouri 63114 ("Assignor"), is effective as of April 9, 2020.

WHEREAS, by separate instrument, Assignor sold, assigned, transferred, and set over to Assignee, effective April 9, 2020, its entire right, title and interest in and to the trademark registration for "SWISH" (U.S. Trademark Reg. No. 3,084,352) and any common-law rights associated therewith, together with the goodwill of any business connected to and symbolized by such trademark (the "SWISH Trademark"); and

WHEREAS, this assignment document is being executed to confirm in writing the earlier transfer of the Swish Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having sold, assigned, transferred, and set over to Assignee effective April 9, 2020 the Assignor's right, title, and interest in and to the SWISH Trademark, together with the goodwill of Assignor's business associated with the SWISH Trademark, all rights to file any future registrations for any of the SWISH Trademark, all common law rights associated with the SWISH Trademark and all causes of actions or claims for damages by reason of past, present or future infringement or other unauthorized use of the SWISH Trademark, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors or assigns.

American Republic Brands, L.L.C.

By: KEIM

Name: KEIM BAYNE

Title: CEO

Date: 6/29/2020