

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LunchBlox, LLC		12/20/2013	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	Rubbermaid Incorporated		
Street Address:	3 Glenlake Parkway		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30328		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85051233	LUNCHBLOX	
Serial Number:	85840519	LUNCHBLOX	
CORRESPONDENCE DATA			
Fax Number:	6304811699		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	630.481.1662		
Email:	Chris.Schneider@newellco.com		
Correspondent Name:	Christopher B. Schneider		
Address Line 1:	2707 Butterfield Road, Suite 100		
Address Line 4:	Oak Brook, ILLINOIS 60523		
ATTORNEY DOCKET NUMBER:	RUBBERMAID CONSUMER TM		
NAME OF SUBMITTER:	Christopher B. Schneider		
Signature:	/CBS/		

CH \$65.00 85051233

Date:

01/30/2014

Total Attachments: 2

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ATTACHMENT A

ASSIGNMENT OF TRADEMARKS

WHEREAS, LunchBlox LLC, a limited liability organized under the laws of Georgia the "Assignor"), is the owner of all right, title and interest in and to the trademarks listed in Schedule A hereto (the "Trademarks"), and

WHEREAS, Rubbermaid Incorporated, an Ohio corporation ("Assignee") is desirous of acquiring all of Assignor's right, title and interest in and to the Trademarks; and

NOW, THEREFORE, for valuable and legally sufficient consideration, acknowledged by the Assignor to have been received in full:

1. The Assignor does hereby sell, convey, assign and transfer to Assignee the entire right, title and interest in, to and under the Trademarks together with the goodwill of the business symbolized by such Trademarks, together with all rights and privileges granted and secured thereby, including the full right to sue for past, present or future infringement of such Trademarks, these rights to be held and enjoyed by the Assignee as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

2. The Assignor hereby covenants that it has full right to convey the entire interest herein assigned and agrees to execute any and all documents reasonably required to effect this Assignment.

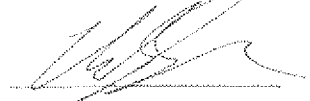
3. The Assignor hereby covenants and agrees that it will execute and deliver, or cause to be executed and delivered, such other instruments of conveyance, assignment, transfer and delivery, and will take such other actions, as Assignee may reasonably request in order to more effectively transfer, convey, assign and deliver to Assignee any of the Trademarks, or to enable Assignee to exercise and enjoy all rights and benefits of the Assignor with respect thereto.

4. The terms and covenants of this Assignment shall inure to the benefit of the Assignee, its successors and assigns and other legal representatives, and shall be binding upon the Assignor, its respective heirs, legal representatives and assigns.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment of Trademarks on December 20, 2013.

Rubbermaid Incorporated

LunchBlox, LLC



By: Christopher Schneider  
Title: Assistant Secretary

By: Elizabeth Lauer  
Title: CEO/Founder

SCHEDULE A

U.S. Serial No. 85051233 for LUNCHBLOX

U.S. Serial No. 85840519 for the LUNCHBLOX