

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320740

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
United Industries Corporation		08/29/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bernard I Segal		
Street Address:	2406 Vallecitos Court		
City:	La Jolla		
State/Country:	CALIFORNIA		
Postal Code:	92037		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3177689	DEAD-FAST	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	connie.wooten@spectrumbrands.com		
Correspondent Name:	Connie Wooten		
Address Line 1:	1 Rider Trail Plaza Drive		
Address Line 4:	Earth City, MISSOURI 63045		
ATTORNEY DOCKET NUMBER:	BERNARD SEGAL ASSIGNMENT		
NAME OF SUBMITTER:	Connie Wooten		
SIGNATURE:	/connie wooten/		
DATE SIGNED:	10/21/2014		
Total Attachments: 1	source=Bernard Segal trademark assignment#page1.tif		

OP \$40.00 3177689

TRADEMARK ASSIGNMENT

AGREEMENT entered into as of August 29, 2014 by and between UNITED INDUSTRIES CORPORATION, a Delaware corporation, having offices at 1 Rider Trail Plaza Drive, Suite 300, Earth City, Missouri 63045 ("Assignor"), BERNARD I. SEGAL, a California resident, having an address as 2406 Vallecitos Court, La Jolla, California 92037 ("Assignee").

WHEREAS, Assignor is the owner of the trademark "Dead Fast" and associated designs and trade dress as applied to Insecticides for the control of ants, roaches and other crawling insects for consumer, professional pest control, industrial and institutional use, including all common law rights and U.S. Trademark Registration No. 3,177,689, (together, the "Trademarks");

WHEREAS, Assignor has the right to assign Assignee the entire right, title and all interest in the Trademarks, and

WHEREAS, Assignee is desirous of acquiring the entire interest in the Trademarks, including the goodwill of the business associated with the Trademarks;

NOW, THEREFORE, in consideration of the premises and of the mutual agreements, covenants and provisions contained herein, the parties hereto do hereby agree as follows:

Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee the full and exclusive right, title and interest to the Trademarks (including U.S. Trademark Registration No. 3,177,689);

Assignor further does hereby assign to Assignee the goodwill of the business symbolized by the Trademarks.

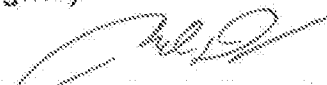
Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which will conflict with this assignment and sale.

Assignor further covenants that Assignee will, upon its request, be provided promptly with all pertinent facts and documents that may be necessary for Assignee to maintain and renew any and all registrations concerning the Trademarks.

IN WITNESS WHEREOF, this Agreement is executed on the day and year first written above.

United Industries Corporation
(Assignor)

Bernard I. Segal (Assignee)

By: 



Print Name: Michael G. Pfeiffer

Bernard I. Segal

Its: Secretary

Date: _____

Date: August 29, 2014