

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM394615

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Church & Dwight Co., Inc.		07/12/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Armaly Sponge Company		
Street Address:	1900 Easy Street		
City:	Walled Lake		
State/Country:	MICHIGAN		
Postal Code:	48390		
Entity Type:	Corporation: MICHIGAN		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	0703344	PARSONS'	
Registration Number:	1016646	PARSONS'	
Registration Number:	0411796	SNO BOL	
Registration Number:	1990865	CAMEO	
Registration Number:	2843104	CAMEO	
CORRESPONDENCE DATA			
Fax Number:	7346251625		
<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:	734-623-1713		
Email:	pfransway@dickinsonwright.com		
Correspondent Name:	Paul R. Fransway		
Address Line 1:	350 S. Main St.		
Address Line 2:	Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
NAME OF SUBMITTER:	Paul R. Fransway		
SIGNATURE:	/Paul R. Fransway/		
DATE SIGNED:	08/10/2016		
Total Attachments: 3			

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TRADEMARK ASSIGNMENT

WHEREAS, Church & Dwight Co., Inc., a Delaware corporation (the "Assignor"), is the owner of and has adopted and used those trademarks listed on Schedule A hereto (all such marks being the "Trademarks"); and

WHEREAS, Armaly Sponge Company, a Michigan corporation, with address of P.O. Box 611, Walled Lake, Michigan 48390 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks, in the United States of America and all other countries and jurisdictions of the world, as well as all associated goodwill, as successor to the business of the Assignor to which the Trademarks relate;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right title and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks.

Executed on the 12th day of July, 2016.

CHURCH & DWIGHT CO., INC.

By: _____

Name:

David J. Schuman

Its:

Assistant Secretary

[ACKNOWLEDGEMENT PAGE FOLLOWS]

ACKNOWLEDGEMENT

State of New Jersey)

City/County of Mercer)

The foregoing instrument was acknowledged before me, the undersigned Notary Public, in my jurisdiction aforesaid, this 12th day of July, 2016, by David J. Schuman, who is personally known to me (or satisfactorily proven) and who voluntarily acknowledged this instrument as Assistant of Church & Dwight Co., Inc. a Delaware corporation, on behalf of such corporation. Secretary

Peter E. Carey
Notary Public

Notary registration number: 50020134


My commission expires: December 7, 2020



Schedule A

Trademarks

Registered Marks – United States

Trademark	Country	Registration No.	Registration Date
CAMEO	U.S.A	2,843,104	May 18, 2004
CAMEO and Design 	U.S.A.	1,990,865	August 6, 1996
PARSONS'	U.S.A.	703,344	August 23, 1960
PARSONS'	U.S.A.	1,016,646	July 29, 1975
SNO BOL	U.S.A.	411,796	February 6, 1945