

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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ETAS ID: TM575813

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Dean Spirit Limited		04/01/2020	Limited Corporation:
Children Oral Care, LLC		04/01/2020	Limited Liability Company:
Dr. Fresh, LLC		04/01/2020	Limited Liability Company:

RECEIVING PARTY DATA

Name:	Ranir, LLC
Street Address:	4701 East Paris Ave. SE
City:	Grand Rapids
State/Country:	MICHIGAN
Postal Code:	49512
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 46

Property Type	Number	Word Mark
Registration Number:	3698889	BINACA
Registration Number:	2724805	BINACA
Registration Number:	2398586	FAST BLAST
Registration Number:	836059	BINACA
Registration Number:	4595136	A BINACA BLAST THAT LASTS!
Registration Number:	4212662	BINACA EVERYDAY
Registration Number:	3847236	BINACA.COM
Registration Number:	3884822	BINACA
Registration Number:	3884820	BINACA
Registration Number:	3866399	1 MIN TRY ME!
Registration Number:	4725189	1 MIN
Registration Number:	4055817	2 MIN TIMER TRY ME!
Registration Number:	2802169	FIRE FLY
Registration Number:	4725190	LIGHT-UP FUN STOP BRUSH GO
Registration Number:	3836738	LIGHTUP TIMER TOOTHBRUSH
Registration Number:	4713914	READY GO TURBO
Registration Number:	3749815	SMILEGUARD

OP \$1165.00 3698889

Property Type	Number	Word Mark
Registration Number:	4682455	SQUIRT & BRUSH
Registration Number:	2860088	ABSOLUTE WHITE
Registration Number:	3872009	AEROBLAST
Registration Number:	3888096	CRYSTAL CLEAN
Registration Number:	4001860	DAZZLING WHITE
Registration Number:	4498402	DIFFERENT BY DESIGN
Registration Number:	2648137	DR. FRESH
Registration Number:	3418139	DR. FRESH
Registration Number:	4237025	FIREFLY
Registration Number:	4002838	FLOSS CLEAN
Registration Number:	3593027	HARD TO REACH PLACES
Registration Number:	3654262	INFECTIGUARD
Registration Number:	4051236	INFECTIGUARD
Registration Number:	3209126	ORAFIX
Registration Number:	3907352	ORAFRESH
Registration Number:	3906445	ORAZYME
Registration Number:	3810831	ORAZYME
Registration Number:	1031482	REACH
Registration Number:	1987378	REACH
Registration Number:	3823183	REACH BY DESIGN
Registration Number:	4886405	REACH CURVE
Registration Number:	1840577	
Registration Number:	2680863	REACH MAX
Registration Number:	4732325	REACH TIP
Registration Number:	3673374	REACH ULTRACLEAN
Registration Number:	3810624	SHAVEGUARD
Registration Number:	551649	TEK
Registration Number:	3933314	THE ORIGINAL LIGHTUP TIMER TOOTHBRUSH
Registration Number:	1849328	WONDER GRIP

CORRESPONDENCE DATA

Fax Number: 6167522500

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.

Email: trademarks@wnj.com

Correspondent Name: Amber M. Underhill

Address Line 1: 150 Ottawa Ave. NW

Address Line 2: 1500 Warner Building

Address Line 4: Grand Rapids, MICHIGAN 49503

NAME OF SUBMITTER:	Raquel M. Johnson
SIGNATURE:	/Raquel M. Johnson/
DATE SIGNED:	05/11/2020

Total Attachments: 47

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INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT (together with the schedule(s) attached hereto, this “IP Assignment”) is dated as of April 1, 2020 (the “Effective Date”) by and among High Ridge Brands, Co., a Delaware corporation, Freshcorp, Inc., a Delaware corporation, Children Oral Care, LLC, a Delaware limited liability company, Dr. Fresh, LLC, a Delaware limited liability company, Better Alliance Limited, an Anguilla limited company, Dean Spirit Limited, a British Virgin Islands limited company, and Grosvenor Consumer Products Limited, a United Kingdom private limited company (collectively “Assignors”), Ranir, LLC, a Delaware limited liability company (“US Assignee”) and Ranir Limited, a United Kingdom private limited company (“UK Assignee” and collectively with the US Assignee, the “Assignees”). All capitalized terms used but not defined herein shall have the meanings assigned to such terms in the Purchase Agreement (as defined below).

WHEREAS, each Assignor is a debtor and debtor in possession in those certain bankruptcy cases under chapter 11 of title 11 of the United States Code, 11 U.S.C. § 101 et seq. (the “Bankruptcy Code”) filed on December 18, 2019 in the United States Bankruptcy Court for the District of Delaware, Case No. 19-12689 (as jointly administered with the chapter 11 cases of certain non-Seller affiliates of Seller, collectively, the “Chapter 11 Case”);

WHEREAS, in connection with the Chapter 11 Case and following the entry of the Sale Order determining US Assignee to be the highest or otherwise best bidder with respect to the Assets, Assignors and US Assignee entered into that certain Asset Purchase Agreement dated as of February 29, 2020 (the “Purchase Agreement”), pursuant to which, among other things, Assignors agreed to assign, transfer, convey, and deliver to US Assignee, or its designee, all of Assignors’ right, title, and interest in, to and under all of the Business Intellectual Property for use in or relating to the Business, including those items of Intellectual Property set forth on Schedule A and Schedule B to this IP Assignment (collectively, “Assigned IP”).

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignors and Assignees agree as follows:

1. Assignment. Assignors hereby assign, transfer, convey, and deliver to US Assignee and its successors and assigns, and US Assignee hereby acquires and accepts from Assignors, all of Assignors’ right, title and interest in, to and under all of the Assigned IP, except the Intellectual Property set forth on Schedule B, together with any and all of the goodwill associated with the Assigned IP. Assignors hereby assign, transfer, convey, and deliver to UK Assignee and its successors and assigns, and UK Assignee hereby acquires and accepts from Assignors, all of Assignors’ right, title and interest in, to and under all of the Assigned IP set forth on Schedule B, together with any and all of the goodwill associated with the Assigned IP. The foregoing assignment of the Assigned IP includes: (a) all rights to file for and maintain registrations for the Assigned IP; (b) all rights of action accrued, accruing and to accrue under and by virtue of the Assigned IP; and (c) all right to sue or otherwise recover for past, present and future infringement and to receive all damages, payments, costs and fees associated therewith.

2. Counterparts. This IP Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart of a signature page to this IP Assignment by facsimile, email or other electronic transfer shall be effective as delivery of a manually executed counterpart to this IP Assignment.

3. Further Assurances. Assignors shall execute and deliver any and all instruments and documents and take such further actions as may be necessary or reasonably requested by Assignee to document and record with the appropriate authorities the aforesaid assignment and transfer of the Intellectual Property including, without limitation, by executing the Power of Attorney attached as Exhibit A, granting Assignees the right to execute such documents on Assignors behalf.

4. No Conflict, Inconsistency or Merger. Each of the Assignors and each of the Assignees, by its execution and acceptance of this Agreement, hereby acknowledges and agrees that the representations, warranties and covenants under the Purchase Agreement shall not be deemed to be merged, enlarged, diminished, modified or altered in any way by this Agreement, and in the event of any conflict, the terms of the Purchase Agreement shall prevail.

5. Governing Law. This Agreement shall be governed by and construed in accordance with the internal laws of the State of Delaware (without giving effect to the principles of conflict of Laws thereof), except to the extent that the Laws of such state are superseded by the Bankruptcy Code.

6. Amendments. This Agreement can be amended, supplemented or changed only by a writing signed by the parties to this Agreement.

[Signature page follows]

IN WITNESS WHEREOF, the parties have executed this Intellectual Property Assignment as of the Effective Date.

ASSIGNORS:

HIGH RIDGE BRANDS CO.

By: 

Name: M. Benjamin Jones

Title: Chief Restructuring Officer

FRESHCORP, INC.

By: 

Name: M. Benjamin Jones

Title: Chief Restructuring Officer

CHILDREN ORAL CARE, LLC

By: 

Name: M. Benjamin Jones

Title: Chief Restructuring Officer

DR. FRESH, LLC

By: 

Name: M. Benjamin Jones

Title: Chief Restructuring Officer

BETTER ALLIANCE LIMITED

By: Patricia Lopez
Name: Patricia Lopez
Title: Chief Executive Officer

DEAN SPIRIT LIMITED

By: Patricia Lopez
Name: Patricia Lopez
Title: Chief Executive Officer

**GROSVENOR CONSUMER
PRODUCTS LIMITED**

By: Patricia Lopez
Name: Patricia Lopez
Title: Director

ASSIGNEES:

RANIR, LLC

By: 

Name: Richard Sorota

Title: Chief Executive Officer

RANIR LIMITED PLC

By: 

Name: Richard Sorota

Title: CEO, Ranir

SCHEDULE A

Assigned IP

Owned Intellectual Property

A. U.S. PATENTS & PATENT APPLICATIONS

Better Alliance Ltd.: None

Dean Spirit Ltd.: None

Grosvenor Consumer Products Ltd.: None

High Ridge Brands Co.:

Title	Patent/Application Number	Grant Date	Filing Date
Bottle	D516432	3/7/2006	7/18/2005

Children Oral Care, LLC

Title	Patent/Application Number	Grant Date	Filing Date
Bottle with Base	D719,459	12/16/2014	9/13/2013
Combined Toothbrush Handle and Cover	D756,123	5/17/2016	9/2/2014
Combined Toothbrush Handle and Cover	D756,124	5/17/2016	9/2/2014
Combined Toothbrush Handle and Cover	D793,737	8/8/2017	2/19/2016
Flosser	D711,049	8/12/2014	11/19/2012
Illuminated Flashing Toothbrush and Method of Use	9,044,083	6/2/2015	3/15/2013
Illuminated Flashing Toothbrush and Method of Use	10,004,324	6/26/2018	3/31/2015
Lighted Toothbrush with Front Base Button	10,251,473	4/9/2019	3/30/2016

Title	Patent/Application Number	Grant Date	Filing Date
Lighted Toothbrush with Front Base Button	16/376,011		4/5/2019
Toothbrush	D710,109	8/5/2014	1/30/2013
Toothbrush	D733,433	7/7/2015	11/25/2013
Toothbrush	D749,854	2/23/2016	10/9/2014
Toothbrush	D750,378	3/1/2016	10/9/2014
Toothbrush	D754,441	4/26/2016	6/3/2014S
Toothbrush	D767,898	10/4/2016	3/6/2015S
Toothbrush	D857,396	8/27/2019	2/14/2018
Toothbrush Handle	D793,738	8/8/2017	2/19/2016
Illuminated Flashing Toothbrush and Method of Use	8,561,244	10/22/2013	9/15/2012
Illuminated Flashing Toothbrush and Method of Use	8,707,500	4/29/2014	5/8/2013
Illuminated Flashing Toothbrush and Method of Use	20180249816		5/7/2018

Dr. Fresh, LLC

Title	Patent/Application Number	Grant Date	Filing Date
Illuminated Flashing Toothbrush and Method of Use	8,327,491	12/11/2012	1/13/2012
Bottle	D642,063	7/26/2011	9/12/2008
Bottle	D676,330	2/19/2013	6/8/2011
Bottle	D681,473	5/7/2013	6/24/2011

Title	Patent/Application Number	Grant Date	Filing Date
Bottle	D744,839	12/8/2015	3/10/2014
Bottle	D798,723	10/3/2017	4/12/2016
Bottle with a Cup	D800,563	10/24/2017	12/29/2015
Bristle Configuration	9,198,501	12/1/2015	11/26/2013
Container	D667,628	9/25/2012	1/24/2011
Floss Container	D641,523	7/12/2011	10/15/2010
Flosser	D671,268	11/20/2012	8/12/2011
Flosser	D665,131	8/7/2012	11/30/2011
Illuminated Flashing Toothbrush and Method of Use	8,006,342	8/30/2011	4/27/2007
Illuminated Flashing Toothbrush and Method of Use	8,011,054	9/6/2011	1/16/2009
Illuminated Flashing Toothbrush and Method of Use	8,413,286	4/9/2013	5/11/2011
Illuminated Flashing Toothbrush and Method of Use	8,424,144	4/23/2013	5/11/2011
Illuminated Flashing Toothbrush and Method of Use	9,060,596	6/23/2015	4/28/2014
Illuminated Flashing Toothbrush and Method of Use	9,084,473	7/21/2015	10/2/2014
Illuminated Flashing Toothbrush and Method of Use	16/141,550		9/25/2018
Mouthwash Bottle with a Pump, a Toothbrush Holder and an Insertable Cup	10,092,143	10/9/2018	12/29/2016
Razor	D622,906	8/31/2010	4/14/2010

Title	Patent/Application Number	Grant Date	Filing Date
Razor	D629,160	12/14/2010	4/14/2010
Set of Bristles	D633,303	3/1/2011	8/3/2010S
Set of Bristles	D633,304	3/1/2011	8/3/2010S
Set of Bristles	D633,720	3/8/2011	8/3/2010S
Sliding Interdental brush	D703,955	5/6/2014	6/30/2011
Tongue Scraper	D652,925	1/24/2012	6/29/2011
Toothbrush	8,631,534	1/21/2014	6/8/2006S
Toothbrush	29/687,728		4/15/2019
Toothbrush	D588,362	3/17/2009	2/19/2007
Toothbrush	D588,363	3/17/2009	2/19/2007
Toothbrush	D592,403	5/19/2009	4/13/2005
Toothbrush	D617,564	6/15/2010	1/30/2009
Toothbrush	D619,369	7/13/2010	2/21/2008
Toothbrush	D623,413	9/14/2010	6/8/2009S
Toothbrush	D636,185	4/19/2011	8/28/2009
Toothbrush	D639,069	6/7/2011	1/24/2011
Toothbrush	D640,469	6/28/2011	2/22/2008
Toothbrush	D640,872	7/5/2011	6/4/2009S
Toothbrush	D642,047	7/26/2011	12/10/2009

Title	Patent/Application Number	Grant Date	Filing Date
Toothbrush	D645,252	9/20/2011	8/15/2008
Toothbrush	D648,134	11/8/2011	6/16/2010
Toothbrush	D652,627	1/24/2012	6/13/2011
Toothbrush	D657,566	4/17/2012	3/11/2011
Toothbrush	D658,884	5/8/2012	5/27/2009
Toothbrush	D660,003	5/22/2012	6/16/2010
Toothbrush	D661,098	6/5/2012	1/26/2012
Toothbrush	D664,358	7/31/2012	5/6/2011S
Toothbrush	D670,504	11/13/2012	3/20/2012
Toothbrush	D674,195	1/15/2013	7/31/2012
Toothbrush	D675,024	1/29/2013	4/5/2012S
Toothbrush	D689,285	9/10/2013	3/31/2010
Toothbrush	D698,555	2/4/2014	1/21/2011
Toothbrush	D708,441	7/8/2014	2/22/2012
Toothbrush	D710,616	8/12/2014	9/6/2013S
Toothbrush	D716,558	11/4/2014	9/6/2013S
Toothbrush	D716,559	11/4/2014	9/6/2013S
Toothbrush	D720,541	1/6/2015	3/25/2011
Toothbrush	D743,175	11/17/2015	4/10/2014

Title	Patent/Application Number	Grant Date	Filing Date
Toothbrush	D752,869	4/5/2016	1/30/2014
Toothbrush [Batman Turbo Brush]	D663,122	7/10/2012	6/30/2011
Toothbrush feature	D680,747	4/30/2013	1/27/2011
Toothbrush Handle	D658,885	5/8/2012	1/27/2011
Toothbrush Handle	D710,615	8/12/2014	7/16/2012
Toothbrush Handle	D719,356	12/16/2014	7/18/2012
Toothbrush with a Building	D595,962	7/14/2009	2/4/2009S
Toothbrush with a Scraper	D638,628	5/31/2011	1/21/2011
Toothbrush with Angled Bristles	9,456,680	10/4/2016	9/18/2014
Toothbrush with Angled Bristles	9,609,940	4/4/2017	8/24/2016
Toothbrush with Angled Bristles	10,455,929	10/29/2019	11/2/2016
Toothbrush with Base	D588,364	3/17/2009	2/19/2007
Toothbrush with Base	D589,261	3/31/2009	4/12/2007
Toothbrush with Curved Neck	9,918,543	3/20/2018	4/9/2015S
Toothbrush with Polishing Member	D549,462	8/28/2007	8/9/2006S
Toothbrush with Tongue Scraper	D660,004	5/22/2012	1/21/2010
Toothbrush with Tongue Scraper, Massaging Bristles, and Unique Grip	D679,503	4/9/2013	9/12/2008
Tube Cap	D579,331	10/28/2008	4/12/2007
Illuminated Flashing Toothbrush and Method of Use	10,085,549	10/2/2018	7/20/2015

Title	Patent/Application Number	Grant Date	Filing Date
Toothbrush*	D661,100	6/5/2012	1/26/2012
Toothbrush*	D661,099	6/5/2012	11/30/2011
Flosser*	D655,456	3/6/2012	5/17/2011
Flosser*	D655,044	2/28/2012	5/17/2011
Light Device*	D655,012	2/28/2012	7/14/2011
Toothbrush*	D652,217	1/17/2012	6/29/2011
Contoured Floss Holder*	D641,522	7/12/2011	9/2/2009
Toothbrush*	D640,469	6/28/2011	2/22/2008
Flosser with Pick*	D637,762	5/10/2011	10/27/2010
Container*	D637,086	5/3/2011	4/14/2010
Cap and Handle for an Interdental Floss*	D634,475	3/15/2011	9/2/2009
Castle Humidifier*	D619,691	7/13/2010	12/4/2008
Toothbrush Base*	D619,372	7/13/2010	12/28/2009
Toothbrush Base*	D619,371	7/13/2010	12/28/2009
Dental Floss Holder*	D594,157	5/20/2009	12/19/2007
HoneyPot Humidifier*	D592,295	5/12/2009	7/17/2008
Toothbrush*	D590,599	4/21/2009	4/4/2008
Commercial Package*	D590,245	4/14/2009	4/12/2007
Castle Humidifier*	D583,036	12/16/2008	4/10/2008

Title	Patent/Application Number	Grant Date	Filing Date
Commercial Package*	D566,541	4/15/2008	4/12/2007
Packaging for Battery Operated Toothbrush*	D508,399	8/16/2005	5/8/2003
Combined Battery Operated Toothbrush with Set of Heads and Stand*	D505,015	5/17/2005	5/8/2003
Battery Operated Toothbrush*	D492,116	6/29/2004	7/8/2003
Toothbrush*	D490,247	5/25/2004	5/8/2003
Dental Floss Packaging*	D485,394	1/13/2004	1/8/2003
Flossing Device*	D484,643	12/30/2003	3/6/2003
Combination Handle and Reversible Toothbrush Shaft*	D458,758	6/18/2002	11/13/2001
Toothbrush Handle*	D458,454	6/11/2002	11/13/2001

* Each of these patents or patent applications is owned by Dr. Fresh, LLC, as successor in interest to Dr. Fresh, Inc. pursuant to the merger of Dr. Fresh, Inc. with and into Dr. Fresh, LLC, but remains registered in the name of Dr. Fresh, Inc.

Freshcorp, Inc.: None.

B. PENDING AND ISSUED PATENTS OUTSIDE THE U.S.

Better Alliance Ltd.: None.

Dean Spirit Ltd.: None.

Grosvenor Consumer Products Ltd.: None

High Ridge Brands Co.:

Country	Title	Patent/Application Number	Grant Date	Filing Date
China	Illuminated Flashing Toothbrush and Method of Use	2016109206795		8/13/2013
China	Illuminated Flashing Toothbrush and Method of Use	2018101613538		2/27/2018

Country	Title	Patent/Application Number	Grant Date	Filing Date
China	Lighted Toothbrush with Front Base Button	2016800314487	3/30/2036	11/29/201
EPO	Illuminated Flashing Toothbrush and Method of Use	17153628.7		1/27/2017

Children Oral Care, LLC

Country	Title	Patent/Application Number	Grant Date	Filing Date
Australia	Toothbrush	356727	8/4/2014	5/22/2014
Canada	Bottle with Base	154915	1/29/2015	1/31/2014
Canada	Toothbrush	156658	1/19/2015	5/22/2014
Canada	Toothbrush	164113	3/23/2016	9/2/2015S
Canada	Toothbrush	182908	10/11/2019	8/9/2018S
Canada	Illuminated Flashing Toothbrush and Method of Use	2,455,748	9/18/2007	1/23/2004
Canada	Illuminated Flashing Toothbrush and Method of Use	2,877,408		12/18/201
China	Toothbrush	201530340140.9	3/9/2016	9/6/2015S
China	Bottle with Base	2013305870835	7/16/2014	11/29/2013
China	Toothbrush	2014301494692	12/24/2014	5/26/2014
China	Toothbrush	2014304789811	5/27/2015	11/27/2014
China	Toothbrush	2018304497385	2/15/2019	8/14/2018
China	Toothbrush	2019300593867	7/26/2019	2/1/2019S
China	Flosser	201330185610X	11/6/2013	5/17/2013

Country	Title	Patent/Application Number	Grant Date	Filing Date
EPO	Illuminated Flashing Toothbrush and Method of Use	13829145.5		7/16/2013
EPO	Illuminated Flashing Toothbrush and Method of Use	16194676.9		7/16/2013
EUIPO	Toothbrush	001378400-0001	7/15/2013	7/15/2013
EUIPO	Bottle with Base	002394486-0001	1/29/2014	1/29/2014
EUIPO	Toothbrush	002467993-0001	5/21/2014	5/21/2014
EUIPO	Toothbrush	002767533-0001	4/4/2016	9/7/2015S
EUIPO	Toothbrushes	006085494-0001	1/25/2019	1/25/2019
EUIPO	Teething Toothbrush	1378400-0002	7/15/2013	7/15/2013
EUIPO	Toothbrushes	5593043-0001	8/9/2018	8/9/2018S
Taiwan	Illuminated Flashing Toothbrush and Method of Use	M473122	3/1/2014	7/23/2013

Dr. Fresh, LLC

Country	Title	Patent/Application Number	Grant Date	Filing Date
Australia	Toothbrush	357935	9/30/2014	7/11/2014
Canada	Toothbrush	129624	7/5/2010	2/13/2009
Canada	Toothbrush	133111	7/5/2010	11/26/2009
Canada	Toothbrush	136227	2/11/2011	7/7/2010S
Canada	Toothbrush	157624	6/4/2015	7/16/2014
Canada	Bottle	158516	5/14/2015	9/10/2014

Country	Title	Patent/Application Number	Grant Date	Filing Date
Canada	Toothbrush	158969	6/4/2015	10/9/2014
Canada	Bottle	170435	6/28/2017	9/15/2016
Canada	Illuminated Flashing Toothbrush and Method of Use	2,810,983	1/27/2015	6/1/2011
Canada	Toothbrush Head with Tapered Multilobal Gum Cushions	2591209	2/26/2013	6/5/2007
China	Illuminated Flashing Toothbrush and Method of Use	200410005283.5	12/14/2005	1/29/2004
China	Toothbrush	201130183630.4	6/10/2011	6/10/2011
China	Toothbrush	201130183889.9	6/10/2011	6/10/2011
China	Tongue Cleaner	201130279587.1	6/27/2012	8/12/2011
China	Flosser	2012301499038	5/1/2013	5/4/2012
China	Toothbrush	2013305929519	12/17/2014	12/2/2013
China	Toothbrush	2013305934964	9/3/2014	12/2/2013
China	Toothbrush	2014302629606	3/18/2015	7/30/2014
China	Bottle	2014303313865	3/11/2015	9/9/2014S
China	Toothbrush	2014303785298	4/22/2015	10/9/2014
China	Toothbrush with Angled Bristles	2014800629914	3/16/2018	9/18/2014
China	Illuminated Flashing Toothbrush and Method of Use	2015109207543	4/12/2017	6/1/2011
China	Toothbrush with Curved Neck	2015800190846	12/6/2019	4/10/2015
China	Toothbrush with Angled Bristles	2017102527501	11/27/2018	4/18/2017

Country	Title	Patent/Application Number	Grant Date	Filing Date
China	Snoopy Brush	201130498846X	10/31/2012	12/26/2011
China	Illuminated Flashing Toothbrush and Method of Use	201180051619X	1/13/2016	6/1/2011
China	Bottle	201630480250X	9/15/2017	9/23/2016
China	Brush	ZL200910130633.3	12/10/2014	3/20/2009
China	Brush	ZL200930002655.2	9/1/2010	2/12/2009
China	Toothbrush	ZL20093020701.6	9/15/2010	8/21/2009
China	Floss Pick	ZL200930207297.9	9/1/2010	8/21/2009
China	Battery Powered Toothbrush	ZL201030139576.9	12/1/2010	3/9/2010
China	Toothbrush (AIM)	ZL201030201905.8	3/2/2011	5/31/2010
China	Toothbrush (Close-Up Red)	ZL201030298513	3/30/2011	8/20/2010
China	Toothbrush (Close-Up Green)	ZL201030298522.7	3/30/2011	8/20/2010
China	Toothbrush (Close-Up Active)	ZL201030502616	3/30/2011	8/26/2010
China	Dual Action Tongue Cleaner	ZL201030561778.2	6/15/2011	9/30/2010
China	Toothbrush (Boppin Barnyard)	ZL201130279586.7	4/25/2012	8/12/2011
China	Toothbrush	ZL201130279588.6	10/3/2012	8/12/2011
China	Toothbrush [Batman Turbo Brush]	ZL2011305009264	1/2/2013	12/27/2011
China	Barbie Rotary Brush	ZL2011305009527	12/5/2012	12/27/2011
China	Toothbrush	ZL2012303291674	3/6/2013	7/20/2012
China	Toothbrush	ZL201230402121.0	1/30/2013	8/23/2012

Country	Title	Patent/Application Number	Grant Date	Filing Date
China	Toothbrush	ZL201330593504.5	8/13/2014	12/2/2013
EPO	Illuminated Flashing Toothbrush and Method of Use	2142037	7/22/2015	4/11/2008
EPO	Illuminated Flashing Toothbrush and Method of Use	2142037	7/22/2015	4/11/2008
EPO	Illuminated Flashing Toothbrush and Method of Use	2737825	3/15/2017	4/11/2008
EPO	Toothbrush with Angled Bristles	14845554.6		9/18/2014
EPO	Illuminated Flashing Toothbrush and Method of Use	11823899.7		6/1/2011
EUIPO	Toothbrush	000989157-0001	8/15/2008	8/15/2008
EUIPO	Toothbrush	000989157-0002	8/15/2008	8/15/2008
EUIPO	Toothbrush	002095067-0001	8/30/2012	8/30/2012
EUIPO	Toothbrush	002502773-0001	7/15/2014	7/15/2014
EUIPO	Toothbrush	002553859-0001	10/9/2014	10/9/2014
France	Illuminated Flashing Toothbrush and Method of Use	2142037	7/22/2015	4/11/2008
France	Illuminated Flashing Toothbrush and Method of Use	2737825	3/15/2017	4/11/2008
Germany	Illuminated Flashing Toothbrush and Method of Use	602008039129.9	7/22/2015	4/11/2008
Germany	Illuminated Flashing Toothbrush and Method of Use	602008049293.1	3/15/2017	4/11/2008
Italy	Illuminated Flashing Toothbrush and Method of Use	2142037	7/22/2015	4/11/2008
Mexico	Illuminated Flashing Toothbrush and Method of Use	335216	11/26/2015	6/1/2011

Country	Title	Patent/Application Number	Grant Date	Filing Date
United Kingdom	Illuminated Flashing Toothbrush and Method of Use	2142037	7/22/2015	4/11/2008
United Kingdom	Illuminated Flashing Toothbrush and Method of Use	2737825	3/15/2017	4/11/2008
United Kingdom	Bottle	4037103	9/10/2014	9/10/2014
United Kingdom	Toothbrush and Method of Use	GB2488726	7/3/2013	3/16/2010

Freshcorp, Inc.: None.

C. U.S. REGISTERED TRADEMARKS AND TRADEMARK APPLICATIONS

1. ORAL CARE

a. Better Alliance Ltd.: None

b. Dean Spirit Ltd.:

Trademark	Registration/Application Number	Registration Date
BINACA	3698889	10/20/2009
BINACA	2724805	6/10/2003
FAST BLAST	2398586	10/24/2000
A BINACA BLAST FRESHENS BREATH INSTANTLY!	2285377	10/12/1999
BINACA	0836059	9/26/1967
A KICK IN THE KISSER	4392039	8/27/2013
A BINACA BLAST THAT LASTS!	4595136	9/2/2014
BINACA EVERYDAY	4212662	9/25/2012
BINACA.COM	3847236	9/14/2010
BINACA	3884822	12/7/2010
BINACA	3884820	12/7/2010

c. Grosvenor Consumer Products Ltd.: None

d. High Ridge Brands Co.: None

e. Children Oral Care, LLC

Trademark	Registration/Application Number	Registration Date
1 MIN TRY ME! (LOGO)	3866399	10/26/2010
STAT ONE	1812676	12/21/1993
1 Min Clock (logo)	4725189	4/21/2015
1 MIN TRY ME! (logo)	3866399	10/26/2010
2 MIN TIMER TRY ME! (LOGO)	4055817	11/15/2011
FIRE FLY	2802169	1/6/2004
LIGHT-UP FUN STOP BRUSH GO! (LOGO)	4725190	4/21/2015
LIGHTUP TIMER TOOTHBRUSH	3836738	8/24/2010
READY GO POWER	88174568	
READY GO TURBO	4713914	3/31/2015
SMILEGUARD	3749815	2/16/2010
SMILEY GRIPPER	85018843	
SQUIRT & BRUSH	4682455	2/3/2015

f. Dr. Fresh, LLC

Trademark	Registration/Application Number	Registration Date
ABSOLUTE WHITE	2860088	7/6/2004
AEROBLAST	3872009	11/9/2010
CLEAN ANGLE	3112763	7/4/2006
CRYSTAL CLEAN	3888096	12/7/2010
CRYSTAL CLEAN	3827598	
DAZZLING WHITE	4001860	7/26/2011
DIFFERENT BY DESIGN	4498402	3/18/2014
DR. FRESH	2648137	11/12/2002
DR. FRESH	3418139	4/29/2008
FIRE FLY	4237025	11/6/2012
FLOSS CLEAN	4002838	7/26/2011

Trademark	Registration/Application Number	Registration Date
HARD TO REACH PLACES	3593027	3/17/2009
INFECTIGUARD	3654262	7/14/2009
INFECTIGUARD+ (LOGO)	4051236	11/8/2011
MICRAWHITENING	3955724	5/3/2011
ONE (LOGO)	4192276	8/21/2012
ORAFIX	3209126	2/13/2007
ORAFRESH	3907352	1/18/2011
ORAZYME	3906445	1/18/2011
ORAZYME	3810831	6/29/2010
REACH	1031482	1/27/1976
REACH	1987378	7/16/1996
REACH	3933529	3/22/2011
REACH & DESIGN #1	1897544	6/6/1995
REACH (+ TRIANGLE LOGO)	1882255	3/7/1995
REACH BLAZE DESIGN	3820374	7/20/2010
REACH BY DESIGN	3823183	7/20/2010
REACH BY DESIGN (STYLIZED)	3823184	7/20/2010
REACH CURVE	4886405	1/12/2016
REACH DESIGN #3	1840577	6/21/1994
REACH DIAMOND	88440350	
REACH DIFFERENT BY DESIGN	4036444	10/4/2011
REACH MAX	2700016	3/25/2003
REACH MAX LOGO	2680863	1/28/2003
REACH ONE	3489197	8/19/2008
REACH PROFILE #1 TOOTHBRUSH DESIGN	3850744	9/21/2010
REACH PROFILE #2 TOOTHBRUSH DESIGN	3850745	9/21/2010
REACH SWEEP DESIGN TOOTHBRUSH PACKAGE	3732197	12/29/2009
REACH TIP	4732325	5/5/2015

Trademark	Registration/Application Number	Registration Date
REACH ULTRACLEAN	3673374	8/25/2009
REACH WONDER GRIP DESIGN #1	3983108	6/28/2011
REACH WONDER GRIP DESIGN #2	3912749	2/1/2011
REACH WONDERGRIP (STYLIZED)	4143504	5/15/2012
SHAVEGUARD	3810624	6/29/2010
TEK	551649	12/4/1951
THEORIGINALLIGHT TUPTIMERTOOTHBRUSH (LOGO)	3933314	3/22/2011
ULTIMATECLEAN	3683458	9/15/2009
WONDER GRIP	1849328	8/9/1994
WONDER GRIP (STYLIZED)	4075002	12/20/2011

g. Freshcorp, Inc.: None.

D. TRADEMARK REGISTRATIONS AND APPLICATIONS OUTSIDE OF THE U.S.

1. ORAL CARE

a. Better Alliance Ltd.:

Country	Trademark	Registration/Application Number	Registration Date
China	ORAFRESH	8350958	6/7/2011
China	ORAFRESH	3297117	9/25/2007
China	ORABRUSH	8350960	6/7/2011
China	ORABRUSH	8350961	6/7/2011

b. Dean Spirit Ltd.:

Country	Trademark	Registration/Application Number	Registration Date
Argentina	BINACA	2421898	1/28/2011
Australia	BINACA	87149	5/20/1946
Bes Islands (Bonaire, Saint Eustatius, Saba)	BINACA & Design	14730	4/29/2010
Brazil	BINACA	817305130	8/24/1999
Canada	BINACA	TMA627850	12/8/2004
Canada	BINACA	TMA332765	10/9/1987
Canada	BINACA	UCA39043	7/7/1951
China	BINACA WAKE ME UP	10381129	3/14/2013
China	BINACA MAX BIG TUFT	9745848	9/14/2012
China	PRO BINACA	9424283	5/21/2012
China	BINACA CLINICAL	9247416	5/28/2012
China	BINACA EVERYDAY	9247417	5/28/2012
China	BINACA	8191696	5/21/2012
China	TEK & Design	7070023	7/7/2010
China	BINACA & Design	7036138	6/28/2010
China	BINACA	1180260	6/7/1998
Curacao	BINACA & Design	14730	4/29/2010
India	BINACA & Design	1872079	-

Country	Trademark	Registration/Application Number	Registration Date
India	TEK & Design	1748154	10/27/2008
Indonesia	BINACA (Stylized)	IDM000052849	10/6/2005
Israel	BINACA & Design	229448	4/29/2010
Lebanon	BINACA	146745	12/3/2012
Nicaragua	BINACA	9927	4/2/1979
Pakistan	BINACA & Design	265507	-
Philippines	BINACA	45718	4/28/2009
Poland	BINACA	186536	1/15/2007
Sint Maarten	BINACA & Design	14730	4/29/2010
Turkey	BINACA & Design	2010/59458	9/20/2010
UK	BINACA	2165010	10/16/998
Ukraine	BINACA & Design	128839	9/27/2010
Uruguay	BINACA	431613	4/9/2012
Venezuela	BINACA	F112349	12/19/1984
Venezuela	BINACA	F027555	2/4/1953
Vietnam	BINACA & Design	4201009257	-

c. Grosvenor Consumer Products Ltd.:

Country	Trademark	Registration/Application Number	Registration Date
United Kingdom	GROSVENOR	1016727	8/31/1973

d. High Ridge Brands Co.: None

e. Children Oral Care, LLC:

Country	Trademark	Registration/Application Number	Registration Date
Australia	1-MIN LIGHT-UP FUN	1552538	4/18/2013
Australia	FIRE FLY	1822716	1/30/2017
Australia	SQUIRT & BRUSH	1552985	4/22/2013
Canada	1-MIN LIGHT-UP FUN	TMA890359	11/20/2014
Canada	FIRE FLY	TMA889819	11/12/2014
Canada	FIRE FLY	TMA855336	7/16/2013
Canada	READY GO BRUSH	TMA890366	11/20/2014
Canada	READY GO POWER	1958415	
China	1 MIN TRY ME!	9191931	3/14/2012
China	1-MIN LIGHT-UP FUN	12492334	9/28/2014
China	FIRE FLY	1902511	9/7/2002
China	FIRE FLY	3520331	3/7/2005
China	FIREFLY	5034053	10/7/2009
China	Good. Clean. Fun.	13993749	

Country	Trademark	Registration/Application Number	Registration Date
China	JUST 4 ME	9116599	2/14/2012
China	KOOLFLOSS	9542896	6/28/2012
China	Light Up Timer Toothbrush	9266680	2/14/2014
China	LIGHT-UP FUN STOP BRUSH GO!	15386925	11/7/2015
China	READY GO POWER	37902524	
China	READY GO TURBO	15386926	10/28/2015
China	SMILEGUARD	7633942	11/7/2010
China	SMILEGUARD	7633941	11/28/2010
China	SmileGuard (logo)	7853468	1/21/2011
China	SmileGuard (logo)	7853469	1/14/2011
China	Smiley Gripper	8231109	4/28/2011
China	Sonic Sensation	10829378	7/28/2013
China	Squirt 'n' Brush	10411329	3/21/2013
Colombia	FIREFLY & DESIGN	373148	2/26/2009
Colombia	FIREFLY & DESIGN	373149	2/26/2009
EUTM	1-MIN LIGHT- UP FUN	11749926	8/29/2013
EUTM	Buy Fun, Give Fun	12557583	6/24/2014
EUTM	Buy Fun, Give Fun	12557691	6/24/2014
EUTM	Good. Clean. Fun.	12557278	6/24/2014

Country	Trademark	Registration/Application Number	Registration Date
EUTM	READY GO BRUSH	11745775	8/29/2013
Mexico	1 MIN TIMER	1420439	12/11/2013
Mexico	1-MIN LIGHT-UP FUN	1395601	9/6/2013
Mexico	READY GO BRUSH	1391657	8/21/2013
Russian Federation	SQUIRT & BRUSH	517698	7/11/2014
United Arab Emirates	FIREFLY & DESIGN	271091	
United Kingdom	FIRE FLY	2330496	4/28/2003

f. Dr. Fresh, LLC

Country	Trademark	Registration/Application Number	Registration Date
Anitgua & Barbuda	REACH	3836	2/27/1995
Antigua	PLAQUE SWEEPER DESIGN	5048	3/24/1997
Aruba	REACH	14270	2/2/1999
Australia	DR. FRESH	908623	4/5/2002
Bahamas	REACH	17014	12/29/1994
Bahamas	REACH BLAZE DESIGN	18776	7/15/1996
Bahamas	REACH SQUEEZE	23892	5/31/2005
Bahamas	REACH WONDER GRIP DESIGN #2	18775	7/15/1996
Bahamas	SQUEEZE	23891	5/31/2005
Bahamas	SQUEEZE TOOTHBRUSH	24314	10/16/2001

Country	Trademark	Registration/Application Number	Registration Date
Barbados	REACH	81/9270	10/13/1999
Barbados	REACH	8111963	3/20/2010
Barbados	REACH SQUEEZE	8115195	12/20/2001
Barbados	TEK	81010699	1/17/2000
Barbados	PLAQUE SWEEPER DESIGN	81/11571	3/1/2000
Barbados	REACH BLAZE DESIGN	81/11019	2/1/2000
Barbados	REACH SQUEEZE	81/15195	12/1/2001
Barbados	REACH WONDER GRIP DESIGN #2	81/11205	2/1/2000
Barbados	SQUEEZE	81/15196	12/1/2001
Barbados	TEK	81/10699	1/17/2000
Barbados	WONDER GRIP	81/11214	2/1/2000
Barbados	WONDER GRIP & BL	81/11215	2/1/2000
Bermuda	REACH	26624	1/11/1995
Bermuda	REACH (STYLIZED)	48184	6/12/2008
Bermuda	REACH SQUEEZE	33085	4/3/2001
Bermuda	SQUEEZE	33086	4/3/2001
Bermuda	SQUEEZE TOOTHBRUSH	33486	8/24/2001
Brazil	DR. FRESH	824475151	9/2/2008

Country	Trademark	Registration/Application Number	Registration Date
British Virgin Islands	PLAQUE SWEEPER DESIGN	4259	2/21/2005
Canada	INFECTIGUARD & design	TMA801669	7/7/2011
Canada	ABSOLUTE WHITE	TMA892250	12/15/2014
Canada	DR. FRESH	TMA562086	5/15/2002
Canada	DR. FRESH	TMA867031	12/10/2013
Canada	FLOSS CLEAN	TMA775787	8/30/2010
Canada	HARD-TO-REACH-PLACES	TMA686721	4/27/2007
Canada	MR. REACH MAN DESIGN #1	TMA512241	5/26/1999
Canada	MR. REACH MAN DESIGN #2	TMA512242	5/26/1999
Canada	REACH	TMA237740	11/30/1979
Canada	REACH	TMA524457	3/8/2000
Canada	REACH (LOGO)	TMA738872	4/27/2009
Canada	REACH BY DESIGN	TMA903027	5/6/2015
Canada	REACH MAX	TMA652467	11/8/2005
Canada	REACH TIP	TMA959046	1/3/2017
Canada	REACH TOTAL CARE	TMA 803620	8/4/2011
Canada	REACH ULTRACLEAN	TMA801983	7/12/2011
Canada	WONDER GRIP	TMA455244	3/15/1996
Canada	ACCESS	TMA628969	12/22/2004

Country	Trademark	Registration/Application Number	Registration Date
Canada	ENDROITS DIFFICILES A ATTEINDRE	TMA749680	10/7/2009
Canada	FLOSS CLEAN	TMA775787	8/30/2010
Canada	HARD-TO- REACH-PLACES	TMA686721	4/27/2007
Canada	MICRAWHITENI NG	TMA796707	5/5/2011
Canada	MR. REACH DESIGN #1	TMA512241	5/27/1999
Canada	MR. REACH DESIGN #2	TMA512242	5/26/1999
Canada	MR. REACH DESIGN #3	TMA528817	6/6/2000
Canada	NOTHING IS BEYOND REACH	TMA728501	11/17/2008
Canada	PLAQUE SWEEPER	TMA492745	4/9/1998
Canada	PLAQUE SWEEPER BRUSH DESIGN	TMA518308	10/20/1999
Canada	REACH	TMA237740	11/30/1979
Canada	REACH	TMA524457	3/8/2000
Canada	REACH 400TC FRESH BREATH	TMA638767	5/2/2005
Canada	REACH ACCESS	TMA628904	12/22/2004
Canada	REACH ACCESS DAILY FLOSSER	TMA625907	11/18/2004
Canada	REACH ACCESS POWER FLOSSER	TMA636369	3/30/2005
Canada	REACH BLAZE DESIGN	TMA474365	4/9/1997
Canada	REACH BRIGHTENER	TMA635322	3/15/2005

Country	Trademark	Registration/Application Number	Registration Date
Canada	REACH CONTROL	TMA426039	4/15/1994
Canada	REACH FLOSS CLEAN	TMA835265	10/29/2012
Canada	REACH INBETWEEN	TMA682533	2/27/2007
Canada	REACH LOGO	TMA738872	4/27/2009
Canada	REACH MATE	TMA298183	12/1/1984
Canada	REACH ONE	TMA781000	10/28/2010
Canada	REACH SQUEEZE	TMA607403	4/13/2004
Canada	REACH TOOTHBRUSH SHAPE	TMA295686	9/1/1984
Canada	REACH ULTRACLEAN	TMA801983	7/12/2011
Canada	REACH ULTRACLEAN	TMA801983	7/12/2011
Canada	REACH ULTRACLEAN BY DESIGN	TMA794465	4/1/2011
Canada	SQUEEZE	TMA607557	4/14/2004
Canada	ULTIMATECLEAN	TMA719243	7/24/2008
Canada	WONDER GRIP	TMA455244	3/15/1996
Canada	WONDER GRIP & BLAZE DESIGN	TMA474407	4/9/1997
Canada	WONDER GRIP DESIGN	TMA792941	3/15/2011
Canada	REACH BY DESIGN	TMA903027	5/6/2015
Cayman Islands	REACH SQUEEZE	2264942	3/21/2001

Country	Trademark	Registration/Application Number	Registration Date
China	AIM	6415190	3/14/2010
China	BEBRITE	11231850	12/14/2013
China	DAZZLING WHITE	8906545	
China	DR. FRESH VELOCITY (LOGO)	8235439	
China	ORAFIX	8336655	10/21/2011
China	Orafix	8336654	6/7/2011
China	Orafix	8336656	6/7/2011
China	COMPLETE CARE SONIC	15836316	1/28/2016
China	Dr. fresh	1801009	6/14/2012
China	Dr. fresh	1696374	5/7/2015
China	DR. FRESH	10309541	6/14/2013
China	DR. FRESH ABSOLUTE WHITE	12194904	8/7/2014
China	DR. FRESH DAILIES (LOGO)	7412667	12/21/2013
China	DR. FRESH DAILIES (LOGO)	7683649	8/21/2011
China	DR. FRESH DENTAL FLOSS (LOGO)	7412680	12/21/2013
China	DR. FRESH FAMILY PACK (LOGO)	7412668	12/21/2013
China	DR. FRESH ORTHODONTIC KIT (LOGO)	7808674	12/21/2013
China	DR. FRESH TRAVEL KIT (LOGO)	7412664	12/21/2013

Country	Trademark	Registration/Application Number	Registration Date
China	DR. FRESH WHITENING	7808673	12/28/2013
China	DR. KEN	8183504	4/7/2011
China	INFECTI GUARD & Device	7412671	10/28/2010
China	Orazyme	8736490	10/21/2011
China	REACH TIP	13993750	3/14/2015
China	STELLABERRY	13993751	4/14/2015
China	TEK	7070024	7/7/2010
Colombia	DR. FRESH (LOGO)	374193	2/27/2009
Colombia	DR. FRESH & DESIGN	374192	2/27/2009
Denmark	DR. FRESH	VR 2000 02260	5/24/2000
Dominica	REACH	195	1/9/1995
Dominica	REACH	34700	1/9/1995
Egypt	DR. FRESH	218011	12/23/2018
El Salvador	BINACA	16426	9/27/1948
EUTM	ABSOLUTE WHITE	9685942	11/30/2011
EUTM	BINACA (LOGO)	9065558	10/12/2010
EUTM	BIOZYME	8742389	6/2/2010
EUTM	DR. FRESH	2655660	8/14/2003
EUTM	DR. FRESH	10236611	9/4/2012

Country	Trademark	Registration/Application Number	Registration Date
EUTM	FIRE FLY	3145497	9/1/2004
EUTM	FIRE FLY	4749776	12/15/2006
EUTM	INFECTIGUARD	8407058	1/21/2010
EUTM	ORAZYME	8742355	6/2/2010
EUTM	SENSIGUARD	9131467	11/8/2010
EUTM	STELLABERRY	12539722	6/23/2014
Grenada	REACH	159	1/1/1976
Jamaica	REACH	18583	10/1/1977
Jamaica	REACH COMFORT CLEAN	45647	8/19/2004
Jamaica	REACH ECO- ESSENTIALS	55595	5/7/2010
Jamaica	REACH ECO- ESSENTIALS	55609	5/10/2010
Jamaica	WONDER GRIP	29445	5/21/1996
Jamaica	COMFORT CLEAN	45317	6/8/2004
Jamaica	REACH BLAZE DESIGN	29443	4/1/1996
Jamaica	REACH MAX	45389	6/28/2004
Jamaica	REACH NATURALS	55597	5/7/2010
Jamaica	REACH SQUEEZE	38541	4/1/2001
Jamaica	REACH ULTRACLEAN	35016	10/29/1998
Jamaica	SQUEEZE	38996	4/1/2001

Country	Trademark	Registration/Application Number	Registration Date
Jamaica	TEK	3085	2/20/1935
Jamaica	WONDER GRIP & BL	29444	5/1/1996
Jamaica	ZOODENT	46731	4/26/2005
Mexico	FIRE FLY	794029	5/29/2003
Mexico	FIRE FLY	794029	5/29/2003
Netherlands Antilles	REACH	8618	5/2/2002
Netherlands Antilles	REACH BLAZE DESIGN	4285	11/15/2001
Netherlands Antilles	REACH SQUEEZE	773	3/1/2001
Netherlands Antilles	SQUEEZE	772	3/1/2001
Netherlands Antilles	WONDER GRIP & BL	3912	10/22/2001
Pakistan	BINACA	58561	3/8/1995
Puerto Rico	COMFORT CLEAN	62437	10/10/2005
Singapore	FIREFLY & Device	T0900731B	10/15/2009
Singapore	DR. FRESH	T0900730D	5/12/2009
Trinidad & Tobago	REACH	10093	2/3/1981
Trinidad & Tobago	REACH TOTAL CARE	40441	7/30/2009
Trinidad & Tobago	TEK	24407	5/14/1996
Trinidad & Tobago	REACH BLAZE DESIGN	25367	4/23/1997
Trinidad & Tobago	REACH COMFORT CLEAN	35163	8/25/2005

Country	Trademark	Registration/Application Number	Registration Date
Trinidad & Tobago	REACH CUIDADO TOTAL	40442	7/30/2009
Trinidad & Tobago	REACH MAX	35077	7/27/2005
Trinidad & Tobago	REACH SQUEEZE	31777	9/6/2002
Trinidad & Tobago	REACH ULTRACLEAN	28857	3/19/2002
Trinidad & Tobago	REACH WONDER GRIP DESIGN #2	25441	3/1/2001
Trinidad & Tobago	SQUEEZE	31766	3/26/2002
Trinidad & Tobago	SQUEEZE TOOTHBRUSH	32156	11/14/2002
Trinidad & Tobago	WONDER GRIP & BL	25437	11/12/1998
Trinidad & Tobago	ZOODENT	36039	10/6/2005
United Kingdom	DR. FRESH ABSOLUTE WHITE	2325800	3/6/2003
United Kingdom	ORALFRESH	2551337	6/25/2010
Vietnam	DR.FRESH	173989	
EUTM*	BINACA CLINICAL	9875279	8/18/2011
EUTM*	BINACA EVERYDAY	9875196	8/18/2011
Panama*	DR. FRESH & Design	200550	5/24/2011
Paraguay*	DR. FRESH	808059	-
Venezuela*	DR. FRESH	2003-014737	-

* Each of these trademark registrations or applications is owned by Dr. Fresh, LLC, as successor in interest to Dr. Fresh, Inc. pursuant to the merger of Dr. Fresh, Inc. with and into Dr. Fresh, LLC, but remains registered in the name of Dr. Fresh, Inc.

g. Freshcorp, Inc.: None.

E. U.S. REGISTERED COPYRIGHTS

1. ORAL CARE

a. Better Alliance Ltd.: None.

b. Dean Spirit Ltd.: None.

c. Grosvenor Consumer Products Ltd.: None.

d. High Ridge Brands Co.: None

e. Children Oral Care, LLC

i. Eco-fly rap and 24 other titles / V9947D131;

1. Binaca max tb / Reg. VA1779027;
2. Binaca styleguide;
3. Binaca styleguide new 2009;
4. Dr Fresh advance artwork / Reg. VA1722475;
5. Dr. fresh catalog;
6. Dr Fresh dailies mint waxed floss / Reg. VA1709349;
7. Dr Fresh dailies ultimate travel kit / Reg. VA1701308;
8. Dr. Fresh entire artwork / Reg. VA1690609;
9. Dr fresh pedodontic kit;
10. Dr Ken tongue cleaner;
11. Dr Ken toothpaste range;
12. Eco-fly rap;
13. Ecofly rap;
14. Firefly entire artwork / Reg. VA1674309;
15. Firefly flossers / Reg. VA1702691;
16. Infectiguard / Reg. VA1697644;
17. Just 4 me;
18. Krazer 12 pack / Reg. VA1709292;
19. REACH snowflake holiday tube display / Reg. VAu1086656;
20. Smileguard artwork;
21. Smiley gripper / Reg. VA1678821;
22. Smilguard ortho rinse / Reg. VA1701008;
23. TEK mouthwash artwork / Reg. VA1701307;
24. TEK ultimate dental kit / Reg. VA1714214;
25. Tooth diagram / Reg. VA1722956

f. Dr. Fresh, LLC:

i. Eco-fly rap and 24 other titles / V9947D131

ii. Eco-friendly firefly & 27 other titles / V9947D131

1. Binaca breath strips / Reg. VA1724313;
2. Binaca Interdental artwork / Reg. VA1728685;
3. Binaca max toothbrush / Reg. VA1779027;
4. Binaca styleguide / Reg. VA1725046;
5. Dr Fresh advance / Reg. VA1722475;
6. Dr Fresh dailies mint floss / Reg. VA1709349;

7. Dr Fresh dailies ultimate travel kit / Reg. VA1701308;
8. Dr. Fresh entire artwork / Reg. VA1690609;
9. Dr fresh pediodontic / Reg. VA1734852;
10. Dr Ken tongue cleaner / Reg. VA1767163;
11. Dr Ken toothpaste range / Reg. VA1751287;
12. Eco-fly rap / Reg. TXu1620459;
13. Eco-friendly firefly / Reg. VA1648944;
14. Eco-friendly firefly / Reg. VA1660440;
15. Ecofly rap song / Reg. SR632982
16. Firefly entire / Reg. VA1674309;
17. Firefly flossers / Reg. VA1702691;
18. Infectiguard / Reg. VA1697644;
19. Just 4 me artwork / Reg. VA1763233;
20. Just 4 me / Reg. VA1786732;
21. Krazer 12 pack / Reg. VA1709292;
22. Orazyme tooth diagram / Reg. VA1722956;
23. Smileguard ortho rinse / Reg. VA1701008;
24. Smiley gripper / Reg. VA1678821;
25. Tek 3 pack / Reg. VA1751270;
26. Tek mouthwash artwork / Reg. VA1701307;
27. Tek pro label stip / Reg. VA1738304;
28. Tek ultimate kit / Reg. VA1714214

iii. 100 % natural baby shampoo with alone vera: 18 fluid ounces; natural aloe vera baby lotion: 18 fluid ounces and 32 other titles / V9946D740

1. Eco-friendly firefly / Reg. VA1660440
2. Dr. Fresh entire artwork / Reg. VA1690609
3. Smileguard ortho rinse / Reg. VA1701008
4. Firefly entire / Reg. VA1674309
5. Eco-friendly firefly / Reg. VA1648944
6. Ecofly rap song / Reg. SR632982
7. Infectiguard / Reg. VA1697644
8. Eco-fly rap / Reg. TXu1620459
9. Smiley gripper / Reg. VA1678821
10. Binaca max toothbrush / Reg. VA1779027
11. Just 4 me / Reg. VA1786732
12. Binaca breath strips / Reg. VA1724313
13. Dr. Fresh dailies ultimate travel kit / Reg. VA1701308
14. TEK mouthwash artwork / Reg. VA1701307
15. Firefly flossers / Reg. VA1702691
16. Krazer 12 pack / Reg. VA1709292
17. Dr Fresh pediodontic / Reg. VA1734852
18. Binaca interdental artwork / Reg. VA1728685
19. TEK pro label strip / Reg. VA1738304
20. Tek 3 pack / Reg. VA1751270
21. Dr Ken toothpaste range / Reg. VA1751287
22. Just 4 me artwork / Reg. VA1763233
23. Dr Ken tongue cleaner / Reg. VA1767163
24. Tek ultimate kit / Reg. VA1714214
25. Dr Fresh dailies mint floss / Reg. VA1709349

- 26. Orazyne tooth diagram / Reg. VA1722956
- 27. Dr Fresh advance / Reg. VA1722475
- 28. Dr Fresh, LLC / Reg. VA1725046

- g. Freshcorp, Inc.
 - i. Eco-fly rap and 24 other titles / V9947D131

F. DOMAIN NAMES

1. ORAL CARE

- a. absolutewhite.com
- b. binaca.com
- c. binaca.eu.com
- d. binaca.org
- e. binaca.uk.com
- f. binaca.us.com
- g. binacafastblast.com
- h. binacamints.com
- i. dazzlingwhite.com
- j. drfresh.co.uk
- k. drfresh.de.com
- l. drfresh.eu.com
- m. drfresh.uk.com
- n. drfresh.us.com
- o. drfreshbrand.com
- p. drfreshdental.com
- q. drymouth.org
- r. fireflyoralcare.com
- s. fireflytoothbrush.com
- t. fireflytoothbrushes.com
- u. flashingtoothbrush.com
- v. grosvenor.eu.com
- w. infectiguard.com
- x. infectiguardhandsanitizer.com
- y. infedtiguard.uk.com
- z. orazyme.net
- aa. orazyme.uk.com
- bb. orazymefordrymouth.com
- cc. reachtoothbrush.com
- dd. reachtoothbrushes.com
- ee. smileguardbrand.com
- ff. stopthebreakage.com
- gg. timertoothbrush.com

Licensed Intellectual Property

All rights to Intellectual Property pursuant to the following contracts, in each case as amended or supplemented, as applicable:

Seller	Contract Counterparty	Contract Description
High Ridge Brands Co.	Mattel, Inc.	Consumer Products License Agreement, effective January 1, 2020, by and between Mattel, Inc. and High Ridge Brands Co.
Dr. Fresh, LLC	Church & Dwight Canadian Corp And Church & Dwight Company	Trademark License Agreement, by and between Church & Dwight Company and Church & Dwight Canadian Corp, as licensors, and Dr. Fresh, LLC, as licensee, dated October 1, 2007
Dr. Fresh, LLC	Disney Consumer Products Latin America, Inc.	License Agreement, by and between Disney Consumer Products Latin America, Inc., as licensor, and Dr. Fresh, LLC, as licensee, dated March 28, 2018
Dr. Fresh, LLC	Disney Consumer Products, Inc.	License Agreement, by and between Disney Consumer Products, Inc., as licensor, and Dr. Fresh, LLC, as licensee, effective as of January 1, 2020
Dr. Fresh, LLC	Disney Consumer Products, Inc.	License Agreement, by and between Disney Consumer Products, Inc., as licensor, and Dr. Fresh, LLC, as licensee, dated September 12, 2019
Dr. Fresh, LLC	Hasbro, Inc. and Hasbro International, Inc.	Merchandise Licensing Agreement, by and between Hasbro, Inc. and Hasbro International, Inc., as licensors, and Dr. Fresh, LLC, as licensee, dated October 1, 2015
High Ridge Brands Co.	Hasbro International, Inc.	International License Agreement Standard Terms and Conditions and International Merchandising License Agreement Business Terms, by and between Hasbro International, Inc., as licensor, and High Ridge Brands Co., as licensee, dated April 1, 2018
Dr. Fresh, LLC	Marvel Brands, LLC	License Agreement, by and between Marvel Brands, LLC, as licensor, and Dr. Fresh, LLC, as licensee, dated August 9, 2018

Seller	Contract Counterparty	Contract Description
Dr. Fresh, LLC	Sanrio, Inc.	Merchandise License Agreement, by and between Sanrio, Inc., as licensor, and Dr. Fresh, LLC, as licensee, dated January 1, 2019
Dr. Fresh, LLC	Sanrio Do Brasil Comercio E Representacoes LTDA	Copyright License Agreement, by and between Dr. Fresh, LLC and Sanrio Do Brasil Comercio E Representacoes LTDA, dated June 27, 2018
High Ridge Brands Co.	MGA Entertainment, Inc.	Merchandise License Agreement, by and between MGA Entertainment, Inc., as licensor, and High Ridge Brands Co, as licensee, dated as of February 23, 2018
High Ridge Brands Co.	Moose Enterprise Pty Ltd	License Agreement, by and between Moose Enterprise Pty Ltd, as licensor, and High Ridge Brands Co., as licensee, effective as of January 1, 2020
High Ridge Brands Co.	Moose Enterprise Pty Ltd	License Agreement, by and between Moose Enterprise Pty Ltd, as licensor, and High Ridge Brands Co., as licensee, dated as of November 28, 2018
High Ridge Brands Co.	Sanrio GmbH	License Agreement, by and between Sanrio GmbH, as licensor, and High Ridge Brands Co., as licensee, dated August 21, 2018
High Ridge Brands Co.	Viacom Media Networks	Merchandise License Agreement, by and between Viacom Media Networks, as licensor, and High Ridge Brands Co, as licensee, dated as of August 1, 2018
High Ridge Brands Co.	Viacom Media Networks	License Agreement, by and between Viacom Media Networks, as licensor, and High Ridge Brands Co, as licensee, dated as of January 1, 2019

SCHEDULE B

Assigned IP

Licensed Intellectual Property

All rights to Intellectual Property pursuant to the following contracts, in each case as amended or supplemented, as applicable:

Foreign Seller	Contract Counterparty	Contract Description
Grosvenor Consumer Products Limited	Entertainment One UK Limited	Merchandising License Agreement, by and between Entertainment One UK Limited, as licensor, and Grosvenor Consumer Products Limited, as licensee, dated May 3, 2018
Grosvenor Consumer Products Limited	Hasbro, Inc. and Hasbro International, Inc.	International Merchandising Licensing Agreement, by and between Grosvenor Consumer Products Limited and Hasbro Inc. and Hasbro International, Inc., dated August 22, 2019
Grosvenor Consumer Products Limited	The Walt Disney Company Limited (UK)	Consumer Products License Agreement, by and between The Walt Disney Company Limited (UK), as licensor, and Grosvenor Consumer Products Limited, as licensee, dated October 1, 2017
Grosvenor Consumer Products Limited	The Walt Disney Company Limited (UK)	Consumer Products License Agreement, by and between The Walt Disney Company Limited (UK), as licensor, and Grosvenor Consumer Products Limited, as licensee, dated April 1, 2019
Grosvenor Consumer Products Limited	MGA Entertainment, Inc.	Merchandise License Agreement, by and between MGA Entertainment, Inc., as licensor, and Grosvenor Consumer Products Limited, as licensee, dated as of August 7, 2018
Grosvenor Consumer Products Limited	Sanrio GmbH	License Agreement, by and between Sanrio GmbH, as licensor, and Sanrio GmbH, as licensee, dated April 1, 2018

EXHIBIT A

Power of Attorney

(See attached)

Power of Attorney

The undersigned, High Ridge Brands Co., a Delaware corporation, Freshcorp, Inc., a Delaware corporation, Children Oral Care, LLC, a Delaware limited liability company, Dr. Fresh, LLC, a Delaware limited liability company and successor-in-interest to Dr. Fresh, Inc. by merger dated May 16, 2012, Better Alliance Limited, an Anguilla limited company, Dean Spirit Limited, a British Virgin Islands limited company, and Grosvenor Consumer Products Limited, a United Kingdom private limited company (the "Companies"), hereby give full power of attorney to:

Anita B. Polott, of Morgan, Lewis & Bockius LLP, 1111 Pennsylvania Avenue, N.W., Washington, DC 20004, USA

and

Chad E. Kleinheksel, of Warner Norcross + Judd LLP, 1500 Warner Building, 150 Ottawa Avenue, N.W., Grand Rapids, MI 49503, USA

(the "Attorneys") in order:

1. to execute or sign for and on behalf of and in the name of any of the Companies any document relating to any administrative proceedings or the proceedings of any governmental public, local governmental or quasi-governmental body in relation to any intellectual property in connection with the assignment and recordal of the assignment of intellectual property from the Companies to Ranir, LLC or Ranir Limited Plc, as applicable, pursuant to the Intellectual Property Assignment entered into between the Companies, Ranir, LLC and Ranir Limited Plc, including the intellectual property set forth on Schedule A and Schedule B of that agreement (collectively, "Assigned IP");
2. to execute or sign for and on behalf of and in the name of any of the Companies any other document, deed or writing of any sort whatever relating to or furthering title updates, renewals of registrations, and the prosecution of existing applications in connection with the assignment and recordal of the assignment of the Assigned IP;
3. to do whatever is required to procure the authentication and legal recognition of this Power of Attorney in any place;
4. at any time to delegate his/her powers hereunder to any other employees of Morgan, Lewis & Bockius LLP or Warner Norcross + Judd LLP, in relation to any intellectual property or related matter (and for such purposes to execute or sign for and on behalf of and in the name of any of the Companies any power of attorney or grant of agency or authority), and at any time to revoke or vary such delegation (and for such purposes to execute or sign for and on behalf of and in the name of any of the Companies any notice of revocation, recall, renewal, variation or discharge of such delegation); and
5. to keep the Companies informed of the documents executed or signed in name of any of the Companies.

Any and all of the acts, deeds and things done by the Attorneys in accordance with the terms of this Power of Attorney shall be good, valid and effectual as if the same had been given, made or done by

DB1/ 113181542.3

the Companies and the Companies undertake at all times hereafter to, to the extent required, ratify and confirm whatsoever the Attorneys shall lawfully do or cause to be done or purport to do by virtue of this Power of Attorney.

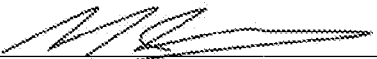
This Power of Attorney is valid until the earlier of December 31, 2021, the completion of all of the tasks contemplated by this grant of Power of Attorney, or revocation by the Companies. Interpretation of this Power of Attorney shall be governed and construed in accordance with the internal laws of the State of Delaware (without giving effect to the principles of conflict of Laws thereof), except to the extent that the Laws of such state are superseded by the Bankruptcy Code.

[SIGNATURE PAGE TO FOLLOW]

- Power of Attorney High Ridge Brands Co., Freshcorp, Inc., Children Oral Care, LLC, Dr. Fresh, LLC, Better Alliance Limited, Dean Spirit Limited and Grosvenor Consumer Products Limited re. IP proceedings -


Duly signed and authorized in _____ on this 1st day of April, 2020.

HIGH RIDGE BRANDS CO.

By: 
Name: M. Benjamin Jones
Title: Chief Restructuring Officer

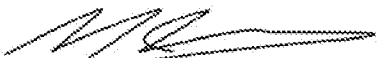
Duly signed and authorized in _____ on this 1st day of April, 2020.

FRESHCORP, INC.

By: 
Name: M. Benjamin Jones
Title: Chief Restructuring Officer

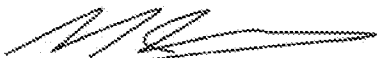
Duly signed and authorized in _____ on this 1st day of April, 2020.

CHILDREN ORAL CARE, LLC

By: 
Name: M. Benjamin Jones
Title: Chief Restructuring Officer

Duly signed and authorized in _____ on this 1st day of April, 2020.

DR. FRESH, LLC, successor-in-interest to DR. FRESH, INC. by merger dated May 16, 2012

By: 
Name: M. Benjamin Jones
Title: Chief Restructuring Officer

[Signature Page to Power of Attorney]

**TRADEMARK
REEL: 006935 FRAME: 0745**

Duly signed and authorized in _____ on this 1st day of April, 2020.

BETTER ALLIANCE LIMITED

By: 

Name: Patricia Lopez

Title: Chief Executive Officer

Duly signed and authorized in _____ on this 1st day of April, 2020.

DEAN SPIRIT LIMITED

By: 

Name: Patricia Lopez

Title: Chief Executive Officer

Duly signed and authorized in _____ on this 1st day of April, 2020.

GROSVENOR CONSUMER PRODUCTS LIMITED

By: 

Name: Patricia Lopez

Title: Director