

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM451150

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Loew-Cornell, LLC		09/30/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Loew-Cornell Writing, LLC		
Street Address:	221 River Street		
City:	Hoboken		
State/Country:	NEW JERSEY		
Postal Code:	07030		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 46			
Property Type	Number	Word Mark	
Registration Number:	1419168	AMERICAN PAINTER	
Registration Number:	1325537	ARTTEC	
Registration Number:	4024047	AURA	
Registration Number:	1770978	BETTER WAY	
Registration Number:	2833259	BRUSH POWER	
Registration Number:	1537830	BRUSH TUB	
Registration Number:	1660863	BRUSH WELL	
Registration Number:	1526807	BRUSH-UP	
Registration Number:	1550128	CONTEMPORARY CRAFTS	
Registration Number:	4255084		
Registration Number:	4024048	FLORA	
Registration Number:	4454737	FLORA ROUND	
Registration Number:	4251412	HALCYON	
Registration Number:	1554658	LA CORNEILLE	
Registration Number:	1354002	LOEW CORNELL	
Registration Number:	4072694	LOEW CORNELL	
Registration Number:	4864388	LOEW CORNELL	
Registration Number:	5006805	LOEW CORNELL	
Registration Number:	4157904	LOEW-CORNELL	
TRADEMARK			

CH \$1165.00 1419168

Property Type	Number	Word Mark
Registration Number:	2599173	LOEW-CORNELL COMFORT
Registration Number:	3165968	LOEW-CORNELL SOFT COMFORT
Registration Number:	4121277	MAXINE'S FOAMIE
Registration Number:	4118298	MAXINE'S MOP
Registration Number:	4454738	MESA
Registration Number:	1648533	MIRACLE-WEDGE
Registration Number:	1576311	MULTI BIN
Serial Number:	73763470	MIXTIQUE
Registration Number:	1780998	ONE STEP
Registration Number:	1593015	RAKE
Registration Number:	2130000	SERVING THE ARTIST, CERAMIST & HOBBYIST
Registration Number:	4502941	SIMPATICO
Registration Number:	3693001	SIMPLY ART
Registration Number:	4176432	SIMPLY ART
Serial Number:	86447145	SIMPLY ART.
Serial Number:	86895864	SIMPLY ART. CREATIVITY MADE EASY
Registration Number:	4864384	SIMPLY ART. CREATIVITY MADE EASY
Registration Number:	1228588	SKILL STICKS
Registration Number:	2760393	SPONGIT
Registration Number:	3146726	SPONGIT STICKS
Registration Number:	3146727	SPONGIT WEDGES
Registration Number:	4283888	STUDIO ELEMENTS
Registration Number:	1603706	TIGHT SPOT
Registration Number:	2866774	TOTALLY BRUSHES
Registration Number:	3286996	TOTALLY YOU
Registration Number:	3394279	TOTALLY YOU!
Registration Number:	1675103	WOODSIES

CORRESPONDENCE DATA

Fax Number: 5619124182

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: 630-829-2889

Email: joanne.wickenhauser@newellco.com

Correspondent Name: Lisa Winger

Address Line 1: 2381 Executive Center Drive

Address Line 4: Boca Raton, FLORIDA 33431

NAME OF SUBMITTER: Lisa Winger

SIGNATURE: /LW/

DATE SIGNED:

11/16/2017

Total Attachments: 22

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This **INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT** (this "Assignment Agreement") is made as of September 30, 2017, by and between **LOEW-CORNELL, LLC**, a Delaware limited liability company ("Assignor"), and **LOEW-CORNELL WRITING, LLC**, a Delaware limited liability company ("Assignee").

RECITALS

WHEREAS, pursuant to that certain Transfer Agreement (the "Transfer Agreement"), dated as of September 30, 2017, by and between Assignor and Assignee, Assignor has agreed to assign to Assignee, and Assignee has agreed to assume, any and all of Assignor's right and interest to, and obligations under (1) the trademarks and trademark registrations and applications to register identified in Exhibit A attached hereto (the "Trademarks") and the goodwill of the business with which the Trademarks are used and that is symbolized by the Trademarks, to the extent that such rights and goodwill exist, and (2) the patents and patent applications set forth on Exhibit B attached hereto (the "Patents").

WHEREAS, Assignor and Assignee wish to execute and deliver this Assignment Agreement to effectuate such assignment and assumption.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing recitals and of other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereto agree as follows:

1. Trademark Assignment. Assignor hereby sells, assigns, transfers, conveys, and delivers to Assignee, its successors and assigns, to have and to hold forever, and to freely reassign in the future at the Transferee's sole and absolute discretion, without warranty of any kind, express or implied being made by this Assignment Agreement, all of Assignor's right and interest in and to the Trademarks, together with the goodwill of the business with which the Trademarks are used and that is symbolized by the Trademarks, and all rights of priority in the Trademarks in any country as may now or hereafter be granted to it by law, treaty or other international conventions, to the extent that such rights and goodwill exist; any and all legal actions and rights and remedies at law or in equity for past, present and future infringements, misappropriations, dilutions, or other violations of the Trademarks, including the right to sue for, collect, and retain all damages, profits, proceeds, and all other remedies associated therewith; and any and all income, royalties, damages, and payments now or hereafter due or payable with respect to the Trademarks, for Assignee's own use and enjoyment and for the use and enjoyment of Assignee's successors, transferees, assigns, or other legal representatives as fully and entirely as the same would have been enjoyed by Assignor if this Assignment has not been made (together, the "Assigned Trademarks").

2. Patent Assignment. Assignor hereby sells, assigns, transfers, conveys, and delivers to Assignee, its successors and assigns, to have and to hold forever, and to freely reassign in the future at the Transferee's sole and absolute discretion, without warranty of any kind, express or implied being made by this Assignment Agreement, all of Assignor's right and interest in and to (a) the Patents, including without limitation the right to make, to use, and to sell and any provisional rights therein; (b) any U.S. or foreign application or applications corresponding to or claiming priority to the Patents; (c) all divisions, reexaminations, reissues, substitutions, continuations, continuations in part, and extensions thereof; (d) all

rights of priority under the terms of any applicable conventions, treaties, statutes, or regulations, including without limitation the International Convention for Protection of Industrial Property for every member country; (e) any and all legal actions and rights and remedies at law or in equity for past, present and future infringements, misappropriations, or other violations of the Patents, including the right to sue for, collect, and retain all damages, profits, proceeds, and all other remedies associated therewith; and (f) any and all income, royalties, damages, and payments now or hereafter due or payable with respect to the Patents, for Assignee's own use and enjoyment and for the use and enjoyment of Assignee's successors, transferees, assigns, or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made (together, the "Assigned Patents," and collectively, the Assigned Trademarks and the Assigned Patents are referred to herein as the "Assigned Intellectual Property").

3. Assumption. Assignee hereby assumes, and agrees to pay, perform and discharge when due, all of Assignor's obligations under the Assigned Intellectual Property.

4. Further Assurances. Each of the parties hereto will execute and deliver such additional documents, instruments, conveyances and assurances and take such further actions as may be reasonably required to carry out the provisions hereof and give effect to the transactions contemplated by this Assignment Agreement.

5. Governing Law. This Assignment Agreement, and all claims or causes of action (whether in contract or tort) that may be based upon, arise out of, or relate to this Assignment Agreement or the negotiation, execution or performance of this Assignment Agreement, shall be governed solely by and construed in accordance with the internal laws of the State of Delaware, without regard to the conflict-of-law principles thereof.

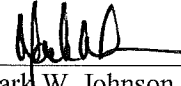
6. Counterparts; Delivery. This Assignment Agreement may be executed in multiple original, PDF or facsimile counterparts, each of which shall be deemed an original, and all of which taken together shall be considered one and the same agreement.

[Remainder of this Page Intentionally Left Blank; Signature Page Follows]

IN WITNESS WHEREOF, the parties hereto have executed this Assignment Agreement as of the date and year first written above.

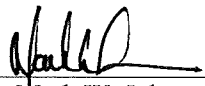
ASSIGNOR:

LOEW-CORNELL, LLC

By:  _____
Mark W. Johnson
Authorized Officer

ASSIGNEE:

LOEW-CORNELL WRITING, LLC

By:  _____
Mark W. Johnson
Authorized Officer





[Signature page to Intellectual Property Assignment Agreement for Writing Assets]





TRADEMARK
REEL: 006206 FRAME: 0711

EXHIBIT A

Trademarks



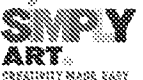



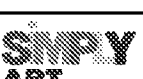

[See attached.]








TRADEMARK	LOGO	COUNTRY	APP NO	REG NO
AMERICAN PAINTER & Design		Canada	1490271	800978
AMERICAN PAINTER & Design		U.S.	73597142	1419168
ARTEC (Stylized)		U.S.	73464888	1325537
AURA		Canada	1510777	TMA867785
AURA		U.S.	85214884	4024047
BETTER WAY		Canada	1535747	827358
BETTER WAY		U.S.	74243513	1770978
BRUSH POWER		U.S.	78167253	2833259
BRUSH TUB		Canada	1534225	TMA879951
BRUSH TUB		U.S.	73695709	1537830S
BRUSH WELL		U.S.	74088514	1660863
BRUSH-UP		U.S.	73694370	1526807
Contemporary Crafts		Canada	1534226	TMA879952
Contemporary Crafts		U.S.	73763488	1550128
Design Only (Stylized Square)		U.S.	85449084	4255084

TRADEMARK	LOGO	COUNTRY	APP NO	REG NO
FLORA		Canada	1510779	TMA867787
FLORA		U.S.	85214902	4024048
Flora Round		U.S.	85927566	4454737
GREEN ART & Design		Canada	1368368	796430
GREEN ART & Design		Spain	2821621(0)	2821621
GREEN ART & Design		United Kingdom	2482760	2482760
Halcyon		U.S.	85486799	4251412
LA CORNEILLE		Canada	1481675	792987
LA CORNEILLE		U.S.	73763683	1554658
LOEW CORNELL		Canada	1510775	TMA867784
LOEW CORNELL		China	2000016811	1561722
LOEW CORNELL		Japan	H11-28864	44634402
LOEW CORNELL		Taiwan	88033091	00963213
LOEW CORNELL		U.S.	73515540	1354002
LOEW CORNELL & Design		Canada	1481887	837069

TRADEMARK	LOGO	COUNTRY	APP NO	REG NO
LOEW CORNELL & Design		U.S.	85042996	4072694
LOEW CORNELL & Design (Square with Circle and Brush Stroke)		U.S.	86447679	4864388
LOEW CORNELL & Design (Square with Circle and Brush Stroke)		U.S.	86821756	5006805
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Australia	1691832	1691832
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Canada	1726976	
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Germany	039090916	302015039090
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Italy	MI2015C003880	1669095
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Mexico	1606545	1556675
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Mexico	1606546	1556676
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Mexico	1606548	1651833
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Mexico	1606549	1579245
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Mexico	1606550	1579246
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		Mexico	1606552	1556679
LOEW CORNELL A WORLD OF ART AND CRAFT & Design (Square with Circle and Brush Stroke)		United Kingdom	3107331	3107331
LOEW-CORNELL		Canada	1551938	836001

TRADEMARK	LOGO	COUNTRY	APP NO	REG NO
LOEW-CORNELL		U.S.	85471421	4157904
LOEW-CORNELL COMFORT		U.S.	76181612	2599173
LOEW-CORNELL SOFT COMFORT		U.S.	78349324	3165968
Maxine's Foamie		Canada	1537428	828575
Maxine's Foamie		U.S.	85382048	4121277
Maxine's Mop		Canada	1537427	TMA827471
Maxine's Mop		U.S.	85382090	4118298
MESA		U.S.	85927569	4454738
MIRACLE-WEDGE		U.S.	74020049	1648533
MIXTIQUE		U.S.	73763470	1533711
MULTI BIN		U.S.	73694369	1576311
ONE STEP		U.S.	74315859	1780998
RAKE		U.S.	73825527	1593015
SERVING THE ARTIST, CERAMIST & HOBBYIST		U.S.	75147286	2130000
SIMPATICO		U.S.	85817180	4502941

TRADEMARK	LOGO	COUNTRY	APP NO	REG NO
SIMPLY ART		Canada	1505260	TMA864672
SIMPLY ART		U.S.	77048469	3693001
SIMPLY ART		U.S.	85184633	4176432
Simply Art. & Design		Canada	1766293	
Simply Art. & Design		U.S.	86447145	
Simply Art. Creativity Made Easy & Design		Australia	1691824	1691824
Simply Art. Creativity Made Easy & Design		Canada	1726977	
Simply Art. Creativity Made Easy & Design		Canada	1766292	
Simply Art. Creativity Made Easy & Design		Germany	0390891516	302015039089
Simply Art. Creativity Made Easy & Design		Germany	302015046008721	302015046008
Simply Art. Creativity Made Easy & Design		Italy	302015000033120	302015000033120
Simply Art. Creativity Made Easy & Design		Italy	MI2015C003872	1669094
Simply Art. Creativity Made Easy & Design		Mexico	1606537	1579242
Simply Art. Creativity Made Easy & Design		Mexico	1606538	1580832
Simply Art. Creativity Made Easy & Design		Mexico	7606539	

TRADEMARK	LOGO	COUNTRY	APP NO	REG NO
Simply Art. Creativity Made Easy & Design		Mexico	1606540	1579243
Simply Art. Creativity Made Easy & Design		Mexico	1606542	1579244
Simply Art. Creativity Made Easy & Design		Mexico	1606543	1569489
Simply Art. Creativity Made Easy & Design		Mexico	1623734	1664560
Simply Art. Creativity Made Easy & Design		U.S.	86895864	
Simply Art. Creativity Made Easy & Design		U.S.	86447225	4864384
SKILL STICKS		U.S.	73250901	1228588
SPONGIT		Canada	1548079	TMA880472
SPONGIT		U.S.	78133961	2760393
SPONGIT STICKS		Canada	1548080	TMA880470
SPONGIT STICKS		U.S.	78545917	3146726
SPONGIT WEDGES		Canada	1548081	TMA880471
SPONGIT WEDGES		U.S.	78545923	3146727
Studio Elements & Design		U.S.	85489500	4283888
TIGHT SPOT		U.S.	73824672	1603706



TRADEMARK	LOGO	COUNTRY	APP NO	REG NO
TOTALLY BRUSHES		U.S.	78266776	2866774
TOTALLY YOU!		U.S.	78729750	3286996
TOTALLY YOU! & Design		Canada	1366783	756321
TOTALLY YOU! & Design		U.S.	77152887	3394279
WOODSIES		U.S.	74058119	1675103
WOODSIES & Design		Canada	1507974	811701
WOODSIES (Block Letters)		Canada	1507973	811702

EXHIBIT B

Patents

[See attached.]

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Computer Packages Inc

Serving The Intellectual Property Community Since 1968

Invention Master List by Case Number

Thursday, July 27, 2017

Page 2 of 10

Case Number: D-17-ART004 Family Number:
Disclosure Status: Filed Disclosure Date:
Division: Writing Division Ref:
Owner: Loew-Cornell Attorney(s): RC, AS
Brand Code: ART Art

Invention Title: BRUSH HEAD (Unique Artist Brush Shape - Curved Flat)

COUNTRY APPLICATIONS

Case Number, Country	Sub Case	Case Type	Expiration Date
Status	Application Number	Patent Number	Country Owner
Status Date	Filing Date	Issue Date	
Country Title			

D-17-ART004, US	00	PDS	13-Mar-2027
Granted	29/403,486	D655,512	
	06-Oct-2011	13-Mar-2012	

Priorities:

Invention Inventors: Gisele Pope

Computer Packages Inc

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Invention Master List by Case Number

Thursday, July 27, 2017

Page 3 of 10

Case Number: D-17-ART005 Family Number:
Disclosure Status: Filed Disclosure Date:
Division: Writing Division Ref:
Owner: Loew-Cornell Attorney(s): RC, AS
Brand Code: ART Art

Invention Title: BRUSH HEAD (Unique Artist Brush Shape - Double Filbert)

COUNTRY APPLICATIONS

Case Number, Country	Sub Case	Case Type	Expiration Date
Status	Application Number	Patent Number	Country Owner
Status Date	Filing Date	Issue Date	
Country Title			

D-17-ART005, US	00	PDS	28-Feb-2027
Granted	29/403,480	D654,700	
	06-Oct-2011	28-Feb-2012	

Priorities:

Invention Inventors: Gisele Pope

Computer Packages Inc

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Invention Master List by Case Number

Thursday, July 27, 2017

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Case Number:	D-17-ART006	Family Number:	
Disclosure Status:	Filed	Disclosure Date:	
Division:	Writing	Division Ref:	
Owner:	Loew-Cornell	Attorney(s):	RC, AS
Brand Code:	ART Art		

Invention Title: BRUSH HEAD (Unique Artist Brush Shape - Floral)

COUNTRY APPLICATIONS

Case Number, Country	Sub Case	Case Type	Expiration Date
Status	Application Number	Patent Number	Country Owner
Status Date	Filing Date	Issue Date	
Country Title			
D-17-ART006, US	00	PDS	23-Jul-2028
Granted	29/403,484	D686,417	
	06-Oct-2011	23-Jul-2013	

Priorities:

Invention inventors: Gisele Pope

Computer Packages Inc

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Invention Master List by Case Number

Thursday, July 27, 2017

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Case Number: D-17-ART007 Family Number:
Disclosure Status: Filed Disclosure Date:
Division: Writing Division Ref:
Owner: Loew-Cornell Attorney(s): RC, AS
Brand Code: ART Art

Invention Title: BRUSH HEAD (Unique Artist Brush Shape - Aura - Hollow Middle)

COUNTRY APPLICATIONS

Case Number, Country	Sub Case	Case Type	Expiration Date
Status	Application Number	Patent Number	Country Owner
Status Date	Filing Date	Issue Date	
Country Title			
D-17-ART007, US	00	PDS	24-Jul-2027
Granted	29/403,002	D663,957	
	30-Sep-2011	24-Jul-2012	

Priorities:

Invention inventors: Salvador Garcia

Computer Packages Inc

Serving The Intellectual Property Community Since 1968

Invention Master List by Case Number

Thursday, July 27, 2017

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Case Number: D-17-ART008 Family Number:
Disclosure Status: Filed Disclosure Date:
Division: Writing Division Ref:
Owner: Loew-Cornell Attorney(s): RC, AS
Brand Code: ART Art

Invention Title: BRUSH HEAD (Unique Artist Brush Shape - Contour Bright)

COUNTRY APPLICATIONS

Case Number, Country	Sub Case	Case Type	Expiration Date
Status	Application Number	Patent Number	Country Owner
Status Date	Filing Date	Issue Date	
Country Title			
D-17-ART008, US	00	PDS	26-Jun-2027
Granted	29/400,139	D662,324	
	24-Aug-2011	26-Jun-2012	

Priorities:

Invention inventors: Salvador Garcia

Computer Packages Inc

Serving The Intellectual Property Community Since 1968

Invention Master List by Case Number

Thursday, July 27, 2017

Page 7 of 10

Case Number: D-17-ART009 Family Number:
Disclosure Status: Filed Disclosure Date:
Division: Writing Division Ref:
Owner: Loew-Cornell Attorney(s): RC, AS
Brand Code: ART Art

Invention Title: Brush Head (Rough Scrubber)

COUNTRY APPLICATIONS

Case Number, Country	Sub Case	Case Type	Expiration Date
Status	Application Number	Patent Number	Country Owner
Status Date	Filing Date	Issue Date	
Country Title			
D-17-ART009, US	00	PDS	14-Jul-2030
Granted	29/443,040	D734,039	
	11-Jan-2013	14-Jul-2015	

Priorities:

Invention inventors: Gisele Celieste Pope

Computer Packages Inc

Serving The Intellectual Property Community Since 1968

Invention Master List by Case Number

Thursday, July 27, 2017

Page 8 of 10

Case Number: U-17-ART001
Disclosure Status: Filed
Division: Writing
Owner: Loew-Cornell
Brand Code: ART Art

Family Number:
Disclosure Date:
Division Ref:
Attorney(s): RC, AS

Invention Title: Brush Tub

COUNTRY APPLICATIONS

Case Number, Country	Sub Case	Case Type	Expiration Date
Status	Application Number	Patent Number	Country Owner
Status Date	Filing Date	Issue Date	
Country Title			

U-17-ART001, US	00	PRI	23-Dec-2019
Granted	09/470,704	6,202,637	
	23-Dec-1999	20-Mar-2001	

Priorities:

Invention inventors: Mason, Marty; Miller, Shirley; Schmidt, Sheidon

Computer Packages Inc

Serving The Intellectual Property Community Since 1968

Invention Master List by Case Number

Thursday, July 27, 2017

Page 9 of 10

Case Number: U-17-ART002 Family Number:
Disclosure Status: Filed Disclosure Date:
Division: Writing Division Ref:
Owner: Loew-Cornell Attorney(s): RC, AS
Brand Code: ART Art

Invention Title: Dual Use Paint Brush Package and Paint Palette

COUNTRY APPLICATIONS

Case Number, Country	Sub Case	Case Type	Expiration Date
Status	Application Number	Patent Number	Country Owner
Status Date	Filing Date	Issue Date	
Country Title			

U-17-ART002, US	01	ORD	10-Feb-2029
Granted	12/368,897	8,091,700	
	10-Feb-2009	10-Jan-2012	

Priorities:	US	61/027,502	11-Feb-2008
Invention Inventors:	Joseph Nardoza, Jr.		

Selection Criteria

Thursday, July 27, 2017

Record Count: 9

Sort: by Case Number
Include: Country Applications
Show All Countries
Inventors
Priorities
Show Entire Family
Selection Criteria

Disclosure Date:

Division:

Agent:

Area:

Case Number:

Inventor:

Attorney:

Owner: LC

Product:

Brand Code:

Disclosure Status:

Case Type:

Country:

Status Codes: All

Status:

More ...

Division:

Inventors:

Product:

Attorney:

Owner:

Agent: