

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM658836

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
INSTANT BRANDS HOLDINGS INC.	FORMERLY CORELLE BRANDS HOLDINGS INC.	06/30/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	OLFA North America Inc.		
Street Address:	2115 South Service Road W.		
Internal Address:	Box #3		
City:	Oakville, Ontario		
State/Country:	CANADA		
Postal Code:	L6L 5W2		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5302625	ENDURANCE	
Registration Number:	4993428	FROSTED ADVANTAGE	
Registration Number:	3151097	HAND SAVER	
CORRESPONDENCE DATA			
Fax Number:	3122457467		
<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:	312-245-7500		
Email:	trademark@masudafunai.com		
Correspondent Name:	Monika R. Oyama		
Address Line 1:	203 N. LaSalle Street		
Address Line 2:	Suite 2500		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	19492-10002		
DOMESTIC REPRESENTATIVE			
Name:	Monika R. Oyama		
Address Line 1:	203 N. LaSalle Street		
Address Line 2:	Suite 2500		

OP \$90.00 5302625

Address Line 4: Chicago, ILLINOIS 60601	
NAME OF SUBMITTER:	Monika R. Oyama
SIGNATURE:	/Monika R. Oyama/
DATE SIGNED:	07/08/2021
Total Attachments: 4 source=SKM_C45821070709422#page1.tif source=SKM_C45821070709422#page2.tif source=SKM_C45821070709422#page3.tif source=SKM_C45821070709422#page4.tif	

TRADEMARK ASSIGNMENT AGREEMENT

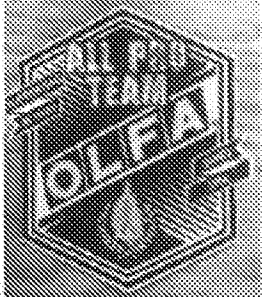
This Trademark Assignment Agreement (“Agreement”) is made effective as of June 30, 2021 (“Effective Date”), by and between Instant Brands Holdings Inc. (“Assignor”), and OLFA North America Inc. (“Assignee”).

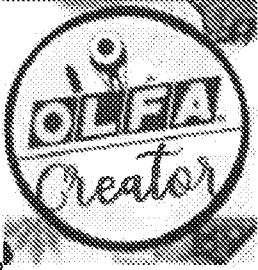
WHEREAS, Assignor is the owner of all right, title, and interest in and to the following trademarks (collectively, “Trademarks”):

A. Registered Trademarks

Mark	Registration No.	Class	Current (or Last Recorded) Owner
ENDURANCE®	5302625	8	CORELLE BRANDS HOLDINGS INC., now known as Instant Brands Holdings Inc.
FROSTED ADVANTAGE®	4993428	9	CORELLE BRANDS HOLDINGS INC., now known as Instant Brands Holdings Inc.
HAND SAVER®	3151097	8	CORELLE BRANDS HOLDINGS INC., now known as Instant Brands Holdings Inc.

B. Unregistered Trademarks

FLEX-GUARD™ (U.S. Reg. No. 2950273; Cancelled Dec. 16, 2011)
BEST CUTTING TOOLS SINCE 1956™
CONTRACTOR TOUCH™
CONTRACTOR TOUGH™
X-DESIGN™
EXCEL BLACK™
ULTRAMAX™
CUT VINYL CAR DETAILING WALLPAPER FILM™ design
COMPASS CUTTER™
SNAP IT 'N' TRAP IT™
THE ORIGINATOR SINCE 1956™
ALL PRO TEAM™
<div style="display: flex; align-items: center;"> <div style="flex: 1;">ALL PRO TEAM™ logo</div> <div style="flex: 1; text-align: center;">  </div> </div>

TRUE BLUE SPLASH COLLECTION™
TRUE BLUE™
SPLASH™
UNDERDOG SERIES™
THE ORIGINAL ROTARY CUTTER™
OLFA CREATORS™
 <p>OLFA CREATOR™ logo</p>

WHEREAS, Assignee desires to acquire all rights, title, and interest in and to the Trademarks and the goodwill associated therewith (the “Goodwill”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns, transfers, and conveys to Assignee, the entire right, title, and interest in and to the Trademarks and Goodwill to be held and enjoyed by Assignee, its successors, assigns, and other legal representatives, as fully and completely as the same would have been held by Assignor if this assignment had not been made. Without limiting the generality of the foregoing, Assignor hereby assigns, transfers, and conveys unto Assignee causes of action and rights to bring suit for infringement of the Trademarks, whether accruing before, on, or after the date hereof.
2. Assignor hereby authorizes and requests any official throughout the world whose duty it is to register and record ownership in intellectual property rights, including the United States Patent and Trademark Office, to record Assignee as the assignee and owner of the Registered Trademarks.
3. Assignor hereby agrees to execute and deliver at a future date any additional documents that Assignee determines may be necessary or desirable, or that may be required under federal or state law, to preserve and protect, and to perfect Assignee’s ownership of, the Trademarks and Goodwill. Assignor hereby grants to Assignee a power of attorney (which power is hereby acknowledged to be coupled with an interest and irrevocable) and appoints Assignee to serve as its agent and attorney-in-fact, with powers of substitution, in each case for the limited purposes of executing and delivering such documents and doing such acts in Assignor’s place and stead as Assignor would otherwise be obligated.

4. This Agreement shall be governed by, and construed in accordance with, the laws of the State of Illinois, without regard to any conflict of laws provisions.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment Agreement to be executed and delivered by their duly authorized officers and agents effective as of the Effective Date.

Assignor:
Instant Brands Holdings Inc.

By: Megan Bauer
Name: Megan Bauer
Title: Assistant General Counsel
& Secretary

STATE OF ILLINOIS)
COUNTY OF DuPage)

The undersigned, a notary public within and for said County, in the State aforesaid, duly commissioned and acting, do hereby certify that on this 30th day of June 2021, personally appeared before me Megan Bauer, the AGC + Secretary of Instant Brands Holdings Inc., to me personally known and known to be the person who signed the foregoing instrument, and who, being by me duly sworn, stated and acknowledged that he is the AGC + Secretary of said corporation, and that he signed and delivered the same on behalf of said corporation, with authority, as his and its free and voluntary act and deed for the uses and purposes therein mentioned and set forth.

Asimina Panagakis
Notary Public

ACCEPTED:

OLFA North America Inc.
as Assignee

By: [Signature]
Name: Satoru Tanida
Title: President

