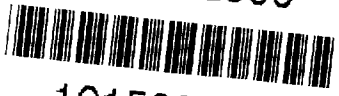


10-24-11

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

11-08-2000  
  
101509870

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

New

Resubmission (Non-Recordation)  
Document ID #

Correction of PTO Error  
Reel #  Frame #

Corrective Document  
Reel #  Frame #

#### Conveyance Type

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment

Merger

Effective Date  
Month Day Year  
 10  12  00

Change of Name

Other

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
 10  12  00

Name

Formerly

75703599

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 002169 FRAME: 0719

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

**Number of Properties**

Enter the total number of properties involved. #

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

Deposit Account  
(Enter for payment by deposit account or if additional fees can be charged to the account.)  
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Gretchen E. von Dwingelo

Name of Person Signing



Signature

10/24/00

Date Signed

RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

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1,431,675	1,321,715	1,291,689
807,631	1,168,862	1,154,398
807,616	718,346	1,154,397
2,051,100	2,191,250	1,370,788
1,730,572	340,284	1,254,230
1,387,965	2,166,341	502,178
1,857,428	1,400,056	1,207,749

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

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Address (line 1)

Address (line 2)

Address (line 3)

City

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Corporation  Association

Other

Citizenship/State of Incorporation/Organization

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

1,809,863

896,120

1,975,384

1,912,142

1,316,448

1,307,601

## ASSIGNMENT

WHEREAS, The Benjamin Ansehl Company, a Missouri corporation, located at 1555 Page Industrial Boulevard, St. Louis, Missouri 63132 (hereinafter the "Assignor"), is the owner of all right, title and interest in and to the trademarks and service marks listed in Schedule A, and the applications and registrations thereof (hereinafter the "Registration Marks");

WHEREAS, in the course of its business operations, Assignor may have developed common law rights in other trademarks, services marks and/or trade dress used in conjunction with its business (hereinafter the "Common Law Marks")(the Common Law Marks and Registration Marks shall hereinafter collectively be referred to as the "Marks");

WHEREAS, Cumberland Swan Holdings, Inc., a Tennessee corporation, located at One Swan Avenue, Smyrna, Tennessee 37167 (hereinafter the "Assignee"), is desirous of acquiring all of Assignor's right, title and interest in and to the Marks, and the goodwill of the business associated therewith.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee (1) all right, title, and interest in and to the Registration Marks, together with the applications and registrations thereof and the goodwill of the business symbolized by the Registration Marks, including all common law rights, and all claims for damages by reason of past infringement of the Registration Marks, with the right to sue and collect therefor, and (2) all of Assignor's right, title and interest in and to any Common Law Marks and the goodwill of the business symbolized by the Common Law Marks, including all common law rights, and all claims for damages by reason of past infringement of the Common Law Marks, with the right to sue and collect therefor

Assignor agrees to execute any further documents that may be needed in the future to record and vest full title in and to the Marks, the applications and registrations.

THIS ASSIGNMENT DOES NOT, NOR SHALL IT BE DEEMED TO, SUPERSEDE, SUPPLANT, EXTINGUISH, MERGE OR EXPAND ANY OF THE REPRESENTATIONS, WARRANTIES, INDEMNITIES OR LIMITATIONS CONTAINED IN THE AGREEMENT.

This Assignment is dated this 12<sup>th</sup> day of October, 2000.

**THE BENJAMIN ANSEHL COMPANY**

By: Wayne L. Smith, II  
Wayne L. Smith, II, Secretary

STATE OF MISSOURI )  
 )SS.  
COUNTY OF ST. LOUIS )

Subscribed and sworn to before me this 12<sup>th</sup> day of October, 2000.

John W. Finger  
Notary Public

(SEAL)

MY COMMISSION EXPIRES:

" NOTARY SEAL "  
John W. Finger, Notary Public  
St. Louis County, State of Missouri  
My Commission Expires 3/23/2003

Exhibit A

Marks

<b>MARK</b>	<b>SERIAL NO.</b>	<b>FILED</b>	<b>REG. NO.</b>	<b>ISSUED</b>	<b>FILE</b>
<b>LI'L BEAR</b> (for baby lotion, skin care preparation for treating skin irritation, and skin care preparation for treating diaper rash in class 3 & 5)	75/703,599	05/12/99			6437
<b>FANTASY SCENTS</b> (for bubble bath, bath and shower gel, body wash, hand and body lotion, scented spray, bath salts, body and facial soaps, and potpourri in Class 3)	76/069,686	06/13/00			6453
<b>CHIC CHIX</b> (for bubble bath, body wash, body lotion, shampoo, conditioner, body spray; personal care product combination sets comprising 1) bubble bath, body wash, body lotion, shampoo, conditioner, and/or body spray sold as a unit in combination with 2) paper notepads, bracelets, and/or hair clips in Class 3)	76/077,640	06/22/00			6446
<b>AMETHYST</b> (cosmetics and toilet preparations - namely, face powders, creams and lotions, rouges, skin and hair tonics, astringents, eyelash preparations, brilliantines, hair oils, shampoos, wave sets, talcum and body powders, deodorants, rubbing alcohol, nail polishes, nail polish removers, cuticle oils, hand creams, bay rum, witch hazel, after-shave lotion, toilet water, and perfume in Class 3)	71/348,794	03/19/34	R315,513	07/31/34	5957

<b>BLOSSOMS &amp; BERRIES COLLECTION</b> (for bubble bath, foaming bath oil, bath oil crystals, skin soap, body lotion and after bath toner, in Class 3)	75/247,414	02/25/97	2,234,982	03/23/99	6416
<b>BOTTLE DESIGN</b> (for hair shampoo, hair conditioning rinses and foaming bath oils in Class 3)	73/371,712	06/25/82	R1,260,342	12/06/83	6342
<b>CLEAR SAILING</b> (for antiseptic skin cleanser in Class 3)	73/456,345	12/09/83	R1,341,877	06/18/85	6097
<b>COUNTRY STORE</b> (fragrance candles in Class 3)	72/452,843	03/29/73	R1,003,143	01/28/75	5953
<b>COUNTRY STORE</b> (for hair shampoo, hair conditioner, bubble bath, bath oil crystals and skin care lotion in Class 3)	73/440,979	08/25/83	R1,295,460	09/18/84	5953.2
<b>COURTIME</b> (for bubble bath in Class 3)	73/669,429	06/30/87	R1,476,475	02/16/88	6172
<b>CREATURES OF THE DEEP</b> (for bubble bath gel, bubble bath, toilet soap, liquid soap and shampoo, in Class 3)	74/559,171	08/10/94	1,987,585	07/16/96	6392
<b>DUAL CARE</b> (for shampoo and conditioner in Class 3)	74/036,950	03/12/90	R1,660,469	10/15/91	6260
<b>FEMALE SILHOUETTE DESIGN</b> (for skin lotion and creme in Class 3)	73/610,505	07/21/86	R1,431,675	03/10/87	6346
<b>FRANCES HARRIET</b> (toilet soap in Class 3)	72/208,801	12/24/64	R807,631	04/26/66	5942
<b>FRANCES HARRIET</b> (bubble bath, bath oil, cologne, after bath cologne, milk bath, and bath crystals in Class 3)	72/208,800	12/24/64	R807,616	04/26/66	5941



<b>GOLDEN CREATIONS</b> (for bubble bath, bath oil, bath gelee, bath crystals, toilet soap and body shampoo, in Class 3)	74/478,933	01/13/94	R2,051,100	04/08/97	6385
<b>HOLIDAY HEARTH</b> (for skin lotions, bubble bath and liquid skin soap in Class 3)	74/256,624	03/18/92	R1,730,572	11/10/92	6250
<b>HONEYKINS</b> (for bubble bath in Class 3)	73/555,283	08/26/85	R1,387,965	04/01/86	6129
<b>KIDZ</b> (for bubble bath in Class 3)	74/036,361	09/09/90	R1,857,428	10/11/94	6325
<b>LIP L BEAR</b> (for toiletries, namely, bubble bath, hair shampoo, hair conditioner and hair lotion in Class 3)	73/481,122	05/21/84	R1,321,715	02/26/85	6113
<b>LIQUI SOAP (Stylized)</b> (for toilet soap in Class 3)	73/260,820	05/05/80	R1,168,862	09/15/81	6341
<b>MARY SHERMAN (Stylized)</b> (for cosmetic preparation for perfuming and softening bath water in Class 3)	72/93,868	03/28/60	R718,346	07/11/61	6246
<b>MEDI SKIN (Stylized)</b> (for cosmetics, namely, body cleansing foams, sprays, and preparations, moisture barrier skin lotions and creams, skin and hands creams, skin barrier sprays and pastes, body wash and shampoo, body lotions, liquid soaps for use on hands, and foams and gels containing alcohol for use on hands in Class 3)	75/113,934	06/04/96	R2,191,250	09/22/98	
<b>MEDISKIN (Stylized)</b> (for cosmetics and toilet preparations-namely, lotions, talcum powder, face powder, deodorant, hair tonic, medicated skin cream, and after shaving lotion in Class 3 & 5)	71/378,544	05/18/36	R340,284	11/03/36	

<b>MEDISKIN</b> (for cosmetics, namely, body, cleansing foams, sprays, and preparations, moisture barrier skin lotions and creams, skin and hand creams, skin barrier sprays and pastes, body wash and shampoo, body lotions, liquid soaps for use on hands, and foams and gels containing alcohol for use on hands in Class 3)	75/113,709	06/04/96	R2,166,341	06/16/98	
<b>MR. FUN'S</b> (for bubble bath in Class 3)	73/573,444	12/16/85	R1,400,056	07/08/86	6135
<b>NATURE'S CREATION</b> (for body lotion, shampoo, hair conditioner and bubble bath in Class 3)	73/403,263	11/19/82	R1,291,689	08/28/84	6070
<b>Canadian Registration NATURE'S CREATION</b> (for shampoo, hair conditioners, body lotion, bubble bath, cologne, bath oil, antiperspirants and vitamins)	0504,278	05/27/83	TMA300,706	03/08/85	6070.1
<b>OIL OF CHARM</b> (for skin lotion in Class 3)	73/217,431	05/29/79	R1,154,398	05/19/81	5984
<b>OIL OF NATURE &amp; Design</b> (for skin lotion in Class 3)	73/217,429	05/29/79	R1,154,397	05/19/81	5983
<b>PARIS NIGHT</b> (for hair conditioner, skin care lotion, bubble bath and baby shampoo in Class 3)	73/473,989	04/02/84	R1,370,788	11/19/85	5973.1
<b>PARIS NIGHT</b> (for bubble bath in Class 3)	73/342,959	12/22/81	R1,254,230	10/18/83	5973
<b>PE-RU-NA (Stylized)</b> (for tonic medicines in Class 5)	71/543,894	12/10/47	R502,178	09/14/48	6335
<b>PEARL FRESH</b> (for skin lotion and hair shampoo in Class 3)	73/270,003	05/17/80	R1,207,749	09/14/82	6020
<b>ROYAL BOUQUET</b> (for bubble bath, foaming bath oil and bath oil crystals in Class 3)	74/274,246	05/11/92	R1,809,863	12/07/93	6371
<b>SCRUBBLES</b> (for bubble bath in Class 3)	72/337,203	09/05/69	R896,120	08/04/70	6094

SWAMP GOO (for bubble bath in Class 3)	74/559,041	08/09/94	R1,975,384	05/21/96	6390
TROPICAL DELIGHT (bath oil and bath gelee, in Class 3)	74/478,574	01/12/94	R1,912,142	08/15/95	6386
TUBZA BUBBLES (for bubble bath in Class 3)	73/470,423	03/15/84	R1,316,448	01/29/85	6343
ULTRABATH (for bath and shower gel, in Class 3)	73/401,675	06/07/82	R1,307,601	12/04/84	6067