

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/13/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
innoCo		10/13/2006	CORPORATION: LUXEMBOURG

**RECEIVING PARTY DATA**

Name:	Bora Creations S.L.
Street Address:	Paseo de Revellin 21
Internal Address:	Planta 1
City:	Ceuta
State/Country:	SPAIN
Postal Code:	51001
Entity Type:	CORPORATION: SPAIN

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	76978272	E ESSENCE

**CORRESPONDENCE DATA**

Fax Number: (312)706-9000  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312-701-8864  
 Email: lasmith@mayerbrownrowe.com  
 Correspondent Name: Jason K. Schmitz  
 Address Line 1: P.O. Box 2828  
 Address Line 4: Chicago, ILLINOIS 60690-2828

ATTORNEY DOCKET NUMBER:	07688/06092823
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**DOMESTIC REPRESENTATIVE**

Name:

**900060070**

**TRADEMARK  
 REEL: 003408 FRAME: 0210**

**OP \$40.00 76978272**

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Jason K. Schmitz

Signature:

/jks/

Date:

10/13/2006

Total Attachments: 2

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**ASSIGNMENT OF TRADEMARK**

WHEREAS, innoCo, a Luxembourg corporation, having its principal place of business at 23, Val Fleuri, L-1526, Luxembourg ("innoCo") is the owner of the trademark shown on the attached Schedule A (hereinafter "the Trademark"); and

WHEREAS, Bora Creations S.L., a Spanish corporation, having its principal place of business at Paseo de Revellin 21, Planta 1, Ceuta, Spain 51001 ("Bora Creations") is desirous of acquiring the Trademark together with the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, innoCo hereby assigns to Bora Creations, its successors and assigns, all right, title and interest in and to the Trademark, together with the goodwill symbolized by said Trademark.

Signed as of this 13 day of OCTOBER, 2006.

innoCo

By: 

Name: Ch. Oster

Title: Owner with power of

attorney

Bora Creations S.L.

By: 

Name: JAVIER GONZALEZ

Title: OWNER WITH POWER

OF ATTORNEY

**SCHEDULE A**

E ESSENCE, U.S. Trademark Application No. 76/978,272