

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DCNL Inc.		12/15/2006	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Helen of Troy Limited		
Street Address:	13 8th Avenue, Belleville		
Internal Address:	P.O. Box 836E		
City:	St. Michael		
State/Country:	BARBADOS		
Entity Type:	CORPORATION: BARBADOS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2579555	STRAIGHTEN MI	
CORRESPONDENCE DATA			
Fax Number:	(915)225-8081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	915-225-8040		
Email:	wbass@hotus.com		
Correspondent Name:	William J Bass		
Address Line 1:	1 Helen of Troy Plaza		
Address Line 4:	El Paso, TEXAS 79912		
DOMESTIC REPRESENTATIVE			
Name:	William J Bass		
Address Line 1:	1 Helen of Troy Plaza		
Address Line 4:	El Paso, TEXAS 79912		
NAME OF SUBMITTER:	William J Bass		

CH \$40.00 2579555

Signature:

/WJB/

Date:

12/15/2006

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, DCNL Inc., a corporation organized under the laws of the State of Texas, USA having offices at One Helen of Troy Plaza, El Paso, Texas 79912 (hereinafter "ASSIGNOR"),

is the owner of U.S. Trademark Registration Number:

2,579,555 (Straighten Mi)

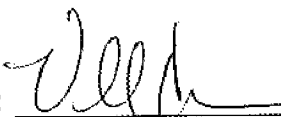
and

WHEREAS, HELEN OF TROY LIMITED, a Barbados company, having offices at 13 8th Avenue, Belleville, P.O. Box 836E, St. Michael, Barbados (hereinafter "ASSIGNEE"), is desirous of acquiring said trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of this 15 day of December 2006.

DCNL Inc.

By: 
Name: Vincent D. Carson
Title: Vice President