# TRADEMARK ASSIGNMENT

# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the spelling of Assignor's name to "Lypsyl" & to correct the legal entity type to a company registered in Jersey previously recorded on Reel 003556 Frame 0030. Assignor(s) hereby confirms the spelling of Assignor's name to "Lypsyl" & to correct the legal entity type to a company registered in Jersey.

#### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Lypsyl Holdings Limited		05/08/2007	company registered in Jersey:

#### **RECEIVING PARTY DATA**

Name:	Lornamead Group Limited
Street Address:	377-399 London Road
Internal Address:	Sabre House
City:	Camberley
State/Country:	UNITED KINGDOM
Postal Code:	GU15 3HL
Entity Type:	private limited company: UNITED KINGDOM

#### PROPERTY NUMBERS Total: 1

Property Type		Number	Word Mark
Registration Number	-	0021085	"LYPSYL"

#### **CORRESPONDENCE DATA**

Fax Number: (937)449-6405

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 937-449-6400

Email: sherrie.hilty@dinslaw.com

Correspondent Name: Kimberly Gambrel, Dinsmore & Shohl, LLP Address Line 1: One South Main Street, One Dayton Centre

Address Line 2: Suite 1300

Address Line 4: Dayton, OHIO 45402-2023

ATTORNEY DOCKET NUMBER: LOU0000G0/37908.1

TRADEMARK REEL: 003556 FRAME: 0467

900078695

DP \$40.00 00210

#### DOMESTIC REPRESENTATIVE

Name: Kimberly Gambrel, Dinsmore & Shohl LLP
Address Line 1: One South Main Street, One Dayton Centre

Address Line 2: Suite 1300

Address Line 4: Dayton, OHIO 45402-2023

NAME OF SUBMITTER:	Kristina E. Swanson
Signature:	/Kimberly Gambrel/
Date:	06/07/2007

#### Total Attachments: 22

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TO: KIMBERLY GAMBREL, DINSMORE & SHOHL, LLP COMPANY: ONE SOUTH MAIN STREET, ONE

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Electronic Version v1.1 Stylesheet Version v1.1 06/06/2007 900078626

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

#### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Lypsil Holdings Limited		105/08/2007	private limited company: UNITED KINGDOM

#### RECEIVING PARTY DATA

Name:	Lornamead Group Limited	
Street Address:	377-399 London Road	
Internal Address:	Sabre House	
City:	Camberley	
State/Country:	UNITED KINGDOM	
Postal Code:	GU15 3HL	
Entity Type:	private limited company: UNITED KINGDOM	

#### PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	0021085	"LYPSYL"

#### **CORRESPONDENCE DATA**

Fax Number:

(937)449-6405

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone:

937-449-6400

Email:

sherrie.hilly@dinslaw.com

Correspondent Name:

Kimberly Gambrel, Dinsmore & Shohl, LLP One South Main Street, One Dayton Centre

Address Line 1: Address Line 2:

Suite 1300

Address Line 4:

Dayton, OHIO 45402-2023

ATTORNEY DOCKET NUMBER:

LOU0000G0/37908.1

**DOMESTIC REPRESENTATIVE** 

Name:

Kimberly Gambrel, Dinsmore & Shohl LLP

TO: KIMBERLY GAMBREL, DINSMORE & SHOHL, LLP COMPANY: ONE SOUTH MAIN STREET, ONE

Address Line 1: One South Main Street, One Dayton Centre Address Line 2: Suite 1300 Address Line 4: Dayton, OHIO 45402-2023 NAME OF SUBMITTER: Kimberly Gambrel Signature: /Kimberly Gambrel/ Date: 06/06/2007 Total Attachments: 18 source=LOU0001 assignment#page1.tif source=LOU0001 assignment#page2.tif source=LOU0001 assignment#page3.tlf source=LOU0001 assignment#page4.tif source=LOU0001 assignment#page5.tif source=LOU0001 assignment#page6.tif source=LOU0001 assignment#page7.tif source=LOU0001 assignment#page8.tlf source=LOU0001 assignment#page9.tif source=LOU0001 assignment#page10.tif source=LOU0001 assignment#page11.tif source=LOU0001 assignment#page12.tif source=LOU0001 assignment#page13.tif source=LOU0001 assignment#page14.tif source=LOU0001 assignment#page15.tif source=LOU0001 assignment#page16.tif source=LOU0001 assignment#page17.tif source=LOU0001 assignment#page18.tif

NATURAL WHITE (UK) LIMITED (as "NWUL")

LYPSYL HOLDINGS LIMITED
(as "LHL")

CD BRAND HOLDINGS LIMITED
(as "CDBHL")

LORNAMEAD RRANDS INC
(as "LBI")

LORNAMEAD ACQUISITIONS LIMITED
(as "LAL")

LORNAMEAD GROUP LIMITED
(as "LGL")

# ASSIGNMENT OF LEGAL INTEREST IN CERTAIN INTELLECTUAL PROPERTY RIGHTS

relating to:

the assignment of the legal interest in certain Intellectual Property Rights to LGL

McDERMOTT WILL & EMERY UK LLP
7 Bishopsgate
London
EC2N 3AR

Tel: 020 7577 6900 Fax: 020 7577 6950

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THIS ASSIGNMENT is made on the eighth day of May 2007

#### BETWEEN:

- (1) NATURAL WHITE (UK) LIMITED, whose registered office is at Sabre House, 377-399 London Road, Camberley, Surrey GU15 3HL, (registered company number 04606958), ("NWUL");
- (2) LYPSYL HOLDINGS LIMITED, a company incorporated under the laws of Jersey, whose registered office is at Oak Walk, St Peter JE3 7EF, (registered company number 85722), ("LHL");
- (3) CD BRAND HOLDINGS LIMITED, a company incorporated under the laws of Jersey, whose registered office is at Oak Walk, St Peter JE3 7EF, (registered company number 85722), ("CDBHL");
- (4) LORNAMEAD BRANDS INC., a Delaware corporation with its registered office in the State of Delaware at 2711 Centerville Road, Suite 300, in the City of Wilmington County of New Castle, (\*LBI\*);
- (5) LORNAMEAD ACQUISITIONS LIMITED, a company incorporated in England and Wales, whose registered office is at Sabre House, 377-399 London Road, Camberley, Surrey GU15 3HL, (registered company number 05279065), ("LAL"); and
- (6) LORNAMEAD GROUP LIMITED, a company incorporated in England and Wales, whose registered office is located at Sabre House, 377-399 London Road, Camberley, Surrey GU15 3HL, (registered company number 06221527), ("LGL").

#### WHEREAS:

- (A) Pursuant to Intra-Group Sale Agreement One (as defined below) and Trade Mark Assignment One (as defined below), NWUL assigned the beneficial interest in certain of the Trade Marks (as defined below) to LAL.
- (B) Pursuant to Intra-Group Sale Agreement Two (as defined below) and Trade Mark Assignment Two (as defined below), LHL assigned the beneficial interest in certain of the Trade Marks to LAL.
- (C) Pursuant to Intra-Group Sale Agreement Three (as defined below) and Trade Mark Assignment Two, CDBHL assigned the beneficial interest in certain of the Trade Marks to LAL.
- (D) Pursuant to Trade Mark Assignment One, NWUL acknowledged that legal title to the relevant Trade Marks to which Trade Mark Assignment One relates should be assigned to LAL on demand at LAL's request.
- (E) Pursuant to Trade Mark Assignment Two, LHL and CDBHL acknowledged that legal title to the relevant Trade Marks to which Trade Mark Assignment Two relates should be assigned to LAL on demand at LAL's request.
- (F) LBI is the registered proprietor of certain of the Trade Marks.

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- (G) LAL has assigned the Relevant IPR (as defined below) to LGL.
- (H) NWUL, LAL and LGL have entered into novation agreements in respect of Intra-Group Sale Agreement One and Trade Mark Assignment One pursuant to which LGL has replaced LAL as a party to those agreements.
- (I) LHL, LAL and LGL have entered into a novation agreement in respect of Intra-Group Sale Agreement Two pursuant to which LGL has replaced LAL as a party to that agreement.
- (J) CDBHL, LAL and LGL have entered into a novation agreement in respect of Intra-Group Sale Agreement Three pursuant to which LGL has replaced LAL as a party to that Agreement.
- (K) LHL, CDBHL, LAL and LGL have entered into a novation agreement in respect of Trade Mark Assignment Two pursuant to which LGL has replaced LAL as a party to that agreement.
- (L) NWUL, LHL, CDBHI, and LBI have variously agreed to assign their rights, title and interest in and to the legal title to the Trade Marks to LGL pursuant to and in accordance with the terms and conditions of this Assignment and LGL wishes to acquire such rights, title and interest in and to the legal title to the Trade Marks pursuant to and in accordance with the terms and conditions of this Agreement.

#### IT IS AGREED THAT:

#### 1. Definitions

- 1.1 In this Assignment the following capitalised words and expressions shall have the following meanings unless the context otherwise requires:
  - 1.1.1 "Effective Date" shall mean the date of this Agreement;
  - 1.1.2 "Intellectual Property Rights" shall mean all rights of any nature in and to any and all patents, utility models, rights in inventions (whether patentable or not), designs, trade marks (including any goodwill in such trade marks), service marks, business names, company names, trade names, logos, internet domain names, e-mail addresses, copyrights (including rights in computer software), semi-conductor topography rights, moral rights, database rights, rights in know-how, rights in confidential information, rights in discoveries, rights in improvements, rights in techniques, rights in processes, rights in tools, rights in models, rights in concepts, rights in systems and all other intellectual property rights of any nature whatsoever, whether registered or unregistered and including applications for any of the same and the right to apply for any of the same in any country and all extensions and renewals of any of the same and all rights of the same or similar effect or nature which now or in the future may subsist anywhere in the world:
  - 1.1.3 "Intra-Group Sale Agreement One" shall mean the intra-group sale agreement relating to business intellectual property and trade marks of NWUL between NWUL and LAL dated 14 August 2006;

- 1.1.4 "Intra-Group Sale Agreement Three" shall mean the intra-group sale agreement relating to business intellectual property and trade marks of CDBHL between CDBHL and LAL dated 14 August 2006;
- 1.1.5 "Intra-Group Sale Agreement Two" shall mean the intra-group sale agreement relating to business intellectual property and trade marks of LHL between LHL and LAL dated 14 August 2006;
- 1.1.6 "Parties" shall mean NWUL, LHL, CDBHL, LBI, LAL and LGL and "Party" shall be construed accordingly;
- 1.1.7 "Relevant IPR" shall mean all Intellectual Property Rights which are owned by LAL;
- 1.1.8 "Trade Marks" shall mean any trade mark registrations and applications and unregistered trade mark rights, the beneficial interest in which was variously assigned by NWUL, LHL and CDBHL to LAL pursuant to Intra-Group Sale Agreement One. Intra-Group Sale Agreement Two. Intra-Group Sale Agreement Three, Trade Mark Assignment One and Trade Mark Assignment Two, as the case may be;
- 1.1.9 "Trade Mark Assignment One" shall mean the trade mark assignment between NWUL and LAL dated 14 August 2006; and
- 1.1.10 "Trade Mark Assignment Two" shall mean the trade mark assignment between LHL, CDBHL and LAL dated 14 August 2006.

# 2. Assignment

- 2.1 In consideration of the payment of £1 by each of the Parties hereto to each of the others (the receipt and sufficiency of which is hereby acknowledged by the Parties) and the mutual promises exchanged in this Assignment, each of NWUL, LHL, CDBHL and LBI HEREBY ASSIGNS AND TRANSFERS to LGL absolutely all of its rights, title and interest in and to the legal title to the Trade Marks, including, without limitation, in and to the benefit of any applications for registration to which any of such Parties is entitled with the intention that when the applications are granted the registrations will vest in LGL and any common law rights and all the goodwill attaching to any of the Trade Marks to which any of such Parties is entitled, TO HOLD the same unto LGL absolutely.
- 2.2 This Assignment shall include any rights owned by any of NWUL, LHL, CDBHL and/or LBI for LGL to bring proceedings against any third party in respect of any of the Trade Marks (including, without limitation, proceedings against any third party in respect of infringement of any of the Trade Marks, or for passing off, or for otherwise infringing the rights of the relevant Party in respect of any of the Trade Marks, whether such infringement occurs before or after the date of this Assignment) and so claim damages therefor in its own name. NWUL, LHL, CDBHL and LBI each agrees and undertakes to provide LGL (at its request) with all such assistance with any proceedings which may be brought by or against LGL against or by any third party in relation to any of the Trade Marks and LGL shall indemnify such Parties in respect of all costs and expenses (including reasonable legal costs) actually incurred by it in providing LGL with such assistance.

# 3. Further Assurance

- 3.1 Each of NWUL, LHL, CDBHL, LBI and LAL covenants that, at the cost and request of LGL, at any time and from time to time following the Effective Date, it will execute such deeds or documents and do such acts or things as may be necessary or desirable to give effect to this Assignment and the transactions contemplated by this Assignment and to otherwise secure the benefits of the rights hereby assigned including, without limitation, procuring the registration of this Assignment as a transfer with any relevant Intellectual Property Rights' registries.
- 3.2 Without limiting the generality of Clause 3.1 above, NWUL, LHL, CDBHL, LBI and LAL hereby agree and undertake to use reasonable endeavours to procure that, by 12 June 2007:
  - 3.2.1 LGL's title to the Trade Marks listed in Schedule 1 to this Agreement, (the "Listed IPRs") shall be perfected;
  - 3.2.2 the assignments of the Listed IPRs to LGL shall be appropriately recorded against the relevant Intellectual Property Rights registers; and
  - 3.2.3 the relevant registers against which details of the Listed IPRs are recorded shall be appropriately updated at the relevant Intellectual Property Rights registries to show LGL as the registered proprietor of the Listed IPRs,

however, none of NWUL, LHL, CDBHL, LBI and/or LAL shall be liable to LGL in the event that, notwithstanding LAL's reasonable endeavours, any of their obligations as set out in Clauses 3.2.1-3.2.3 inclusive are not wholly or partly discharged by 12 June 2007 for any reason.

- 3.3 The Parties acknowledge and agree that the details of the Listed IPRs included in Schedule 1 to this Assignment may be inaccurate in some respects and may be amended from time to time by the written mutual agreement of the Parties.
- 3.4 Without limiting the generality of Clause 3.1 above, NWUL, LHL, CDBL, LBI and LAL each hereby agree and undertake, at the request of LGL, to appoint LGL as their attorney for the purposes of discharging their obligations pursuant to this Agreement.

# 4. Governing Law and Jurisdiction

4.1 This Assignment shall be governed by English law and the Parties hereby submit to the exclusive jurisdiction of the English courts.

# SCHEDULE 1 The Listed IPRs

The Listed IPRs comprise any trade mark registrations or applications which include any of the following marks in respect of Canada, the UK, the USA, Germany and/or Community Trade Marks, the legal title to which is assigned to LGL pursuant to this Assignment by the relevant owners of such legal title:

Yardley
CD Brands
Lypsyl
Vosene
Handsan
Bristow
Brilliant White
Rapid White
Natural White – Europe

A non-exhaustive list of the Listed IPRs is set out below:

# **Yardley**

Jurisdiction	Applicant/ Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application Date	Status
Canada	LORNAMEAD ACQUISITIONS	YARDLEY	TMDA 55		12/08/1932	Registered
Canada	LORNAMEAD ACQUISITIONS	YARDLEY ENGLISH LAVENDER ET.	TMA 409 942		08/06/1989	Registered
Canada	LORNAMEAD ACQUISITIONS	YARDLEY LONDON (UNTER- STRICH)	TMA 543 923		30/07/1998	Registered
Community Trade Mark	Lornamead Acquisitions	YARDLEY (Word)	000120105	03, 05	01/04/1996	Registered
Community Trade Mark	Lornamead Acquisitions Limited	YARDLEY ENGLISH LAVENDER (Word)	000120071	03, 05	01/04/1996	Registered
Germany	Lornamead Acquisitions	YARDLEY	DD 615 585	03	23/12/1954	Registered
Germany	Lornamead Acquisitions	YARDLEY	607 679	03	05/02/1949	Registered
Germany	Lornamead Acquisitions	YARDLEY ENGLISH LAVENDER ET.	1 159 230	03	13/05/1989	Registered
United Kingdom	Lornamead Acquisitions Limited	LAVENDER YARDLEY TIEGEL (logo)	892030	03	17/03/1966	Registered
United Kingdom	Lornamead Acquisitions Limited	YARDLEY	1393106	24, 25	26/07/1989	Registered
United Kingdom	Lornamead Acquisitions Limited	YARDLEY	525 787	03, 05, 21	18/09/1931	Registered
Jnited Kingdom	Lornamead Acquisitions Limited	YARDLEY	1543497	03	30/07/1993	Registered
Jnited Kingdom	Lornamead Acquisitions Limited	YARDLEY	1489127	03	27/01/1992	Registered
United Lingdom	Acquisitions Limited	LAVENDER & CO. LTD. BZ (logo)	437420	03	23/03/1923	Registered
nited	Lornamead	YARDLEY	1384312	03	11/05/1989	Registered

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Kingdom	Acquisitions	ENGLISH				
	Limited	LAVENDER				
		ET.(logo)		-		
United	Mülhens GmbH	YARDLEY	1562749	03	18/02/1994	Registered
Kingdom	& Co. KG	OF LONDON				
		(logo)			***	
United States	Lornamead	YARDLEY	2446 688	03, 05	05/12/1997	Registered
of America	Acquisitions					
	Limited					
United States	Lornamead	YARDLEY	1 470 317	03	11/10/1985	Registered
of America	Acquisitions					
	Limited					
United States	Lornamead	YARDLEY	2 448 617	03	21/09/1998	Registered
of America	Acquisitions	ENGLISH				
	Limited	LAVENDER				
United States	Lornamead	YARDLEY	3179351	03	31/01/2005	Registered
of America	Acquisitions	LONDON		!	1	
	Limited					
United States	Lornamead	YARDLEY	1 549 739	03	11/10/1988	Registered
of America	Acquisitions	OF LONDON				
	Limited					

# <u>CD</u>

Jurisdiction	Applicant/Pr oprietor	Trade Mark	Application/ Registration Number	Class(es)	Application Date	Status
Canada	CD BRAND HOLDINGS LIMITED	CD (Logo)	1,235,180	03	21/10/2004	Pending
Community Trade Mark	CD BRAND HOLDINGS LIMITED	CD (Logo)	003904265	03	25/06/2004	Registered
United Kingdom	CD BRAND HOLDINGS LIMITED	CD (Logo)	2125991	03	08/03/1997	Registered
United States of America	CD BRAND HOLDINGS LIMITED	CD (Logo)	76/610427	03	09/09/2004	Abandoned by client

# Lypsyl

Jurisdiction	Applicant/Proprietor	Trade Mark	Applicati on/ Registr- ation Number	Class(es)	Application Date	Status
Canada	LYPSYL	LYPSYL	TMA	03	23/07/2002	Registered

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	HOLDINGS LIMITED	CONDITION & PROTECT (Word)	614886			
Canada	LYPSYL HOLDINGS LIMITED	LYPSYL MOISTURE BURST (Word)	TMA 614429	03	18/04/2002	Registered
Canada	LYPSYL HOLDINGS LIMITED	LYPSYL NATURALS (Word)	TMA 637, 977	03	28/08/2003	Registered
Canada	LYPSYL HOLDINGS LIMITED	LYPSYL (Word)	TMDA 021573	03	20/03/1916	Registered
Canada	LYPSYL HOLDINGS LIMITED	LYPSYL (Word)	NFLD 002844	03	27/12/1946	Registered
Canada	LYPSYL HOLDINGS LIMITED	LYPSYL- AID OINTMENT (Word)	TMA 637434	03	18/04/2002	Registered
Community Trade Mark	LYPSYL HOLDINGS LIMITED	LYPSYL (word)	00232026 5	03, 05	27/07/2001	Opposition Pending
United States of America	LYPSYL HOLDINGS LIMITED	LYPSYL CONDITION & PROTECT (Word)	76/463752	03	04/11/2002	Abandoned by client
United States of America	LYPSYL HOLDINGS LIMITED	LYPSYL MOISTURE BURST (Word)	76/463751	03	04/11/2002	Abandoned by client
United States of America	LYPSYL HOLDINGS LIMITED	LYPSYL (Word)	0021085	03	12/04/1992	Registered
United States of America	LYPSYL HOLDINGS LIMITED	LYPSYL- AID (Word)	76/463750	03, 05	04/11/2002	Abandoned by client

# Vosene

Jurisdiction	Applicant/ Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application Date	Status
Germany	LORNAMEAD ACQUISITIONS	VOSENE	947 251	03, 05	15/02/1974	Registered
Germany	LORNAMEAD ACQUISITIONS	VOSENE	701 930	03, 05	26/06/1956	Abandoned by client
United Kingdom	Lornamead Acquisitions Limited	VOSENE	1094912	05	02/05/1978	Registered

United	Lornamead	VOSENE	750142	05	20/01/1956	Registered
Kingdom	Acquisitions					
	Limited					
United	Lornamead	VOSENE	613894	03	23/01/1941	Registered
Kingdom	Acquisitions			for any to the state of the sta		
	Limited					
United	Lornamead	VOSENE	1094911	03	02/05/1978	Registered
Kingdom	Acquisitions				į	
	Limited					
United	Lornamead	VOSENE	1153066	03	24/04/1981	Registered
Kingdom	Acquisitions	TIMES 2				
	Limited					
United States	Lornamead	VOSENE	77130832	03	14/03/2007	Pending
of America	Acquisitions	(logo)				
	Limited					
United States	Lornamead	VOSENE	78/952,552	03	15/08/2006	Pending
of America	Acquisitions	(word)			<u> </u> 	
	Limited			ì		

# <u>Handsan</u>

Jurisdiction	Applicant/ Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application Date	Status
Canada	Lornamead Acquisitions Limited	HANDSAN	276 704	03	26/03/1982	Registered
Germany	LORNAMEAD ACQUISITIONS	HANDSAN	IR R 436 446	03	15/03/1978	Registered
Germany	LORNAMEAD ACQUISITIONS	HANDSAN	1 056 058	03	28/05/1983	Registered
Germany	LORNAMEAD ACQUISITIONS	HANDSAN	870 965	03	09/04/1969	Registered
Germany	LORNAMEAD ACQUISITIONS	HANDSAN CZ	1 056 059	03	28/05/1983	Registered

# **Bristow**

Jurisdiction	Applicant/ Proprietor	Trade Mark	Application/ Registration Number	Class(es)	Application Date	Status
Germany	LORNAMEAD ACQUISITIONS	BRISTOW'S	956 369	03, 05	24/06/1976	Abandoned by client
United Kingdom	Lornamead Acquisitions Limited	BRISTOW	686079	03	03/02/1950	Registered
United Kingdom	Lornamead Acquisitions Limited	BRISTOWS	712352	21	17/11/1952	Registered
United	Lornamead	BRISTOWS	712351	05	17/11/1952	Registered

Kingdom	Acquisitions					
	Limited					
United	Lornamead	BRISTOWS	712350	03	17/11/1952	Registered
Kingdom	Acquisitions	<b>P.</b>				
17.4	Limited					
United	Lornamead	BRISTOW'S	686084	21	03/02/1950	Registered
Kingdom	Acquisitions					
	Limited					
United	Lornamead	BRISTOW'S	686082	03	03/02/1950	Registered
Kingdom	Acquisitions					
* * * * * * * * * * * * * * * * * * * *	Limited					
United	Lornamead	BRISTOW'S	686083	05	03/02/1950	Registered
Kingdom	Acquisitions					
	Limited					
United	LORNAMEAD	BRISTOWS	1043672	03	14/03/1975	Examin-
Kingdom	ACQUISITIONS	BASIC				ation in
		BEAUTY				nrogress
	MANIENI	BRIBIUWS	1043330	į 03	İ	Abandoned
Kingdom	ACQUISITIONS	CZ				by client
United	LORNAMEAD	BRISTOWS	1043352	03		Abandoned
Kingdom	ACQUISITIONS	CZ				by client
United	LORNAMEAD	BRISTOWS	1043351	03		Abandoned
Kingdom	ACQUISITIONS	CZ				by client
United	Lornamead	BRISTOWS	1151950	03	04/04/1981	Registered
Kingdom	Acquisitions	DEEP SHINE				
4	Limited					
United	Lornamead	BRISTOWS	927658	03	05/07/1968	Registered
Kingdom	Acquisitions	FREE &				
	Limited	LOVELY	İ			
United	Lornamead	BRISTOWS	927659	05	05/07/1968	Registered
Kingdom	Acquisitions	FREE &				
	Limited	LOVELY				
United	Lornamead	BRISTOWS	928985	05	02/08/1968	Registered
Kingdom	Acquisitions	FREE &		4		
	Limited	LOVELY				
United	Lornamead	BRISTOWS	938130	03	12/11/1971	Registered
Kingdom	Acquisitions	SOFT GLOW				
	Limited			and the state of t		
United	Lornamead	BRISTOWS	784816	03	05/12/1958	Registered
Kingdom	Acquisitions	STAR	9			
	Limited	SPRAY				
United	LORNAMEAD	BRISTOWS	971999	03		Abandoned
Kingdom	ACQUISITIONS	STAY	Polyton consumer			by client
		NATURAL				,
United	Lornamead	FREE &	928984	03	02/08/1968	Registered
Kingdom	Acquisitions	LOVELY BY		***		5
	Limited	BRISTOWS				
United	Lornamead	MATCH	905139	03	07/02/1967	Registered
Kingdom	Acquisitions	MAKER BY				
	Limited	BRISTOWS				

United	Lornamead	MIX 'N'	905141	03	07/02/1967	Registered
Kingdom	Acquisitions	MATCH BY	454			
	Limited	BRISTOWS	to the state of th	· Anna		
United	Lornamead	NATURAL	905140	03	07/02/1967	Registered
Kingdom	Acquisitions	MATCH BY				3.3.7.7.
	Limited	BRISTOWS				

# Whitening Range

Jurisdiction	Applicant/ Proprietor	Trade Mark	Application / Registratio	Class(es)	Application Date	Status
Const	T.ODMAN (EAR)		n Number			
Canada	LORNAMEAD	3 IN 3 (Word)	628866	03	18/02/2003	Registered
Canada	BRANDS INC LORNAMEAD	BRILLIANT	T. ( )	ļ	1.000000	
Canada	BKANDS INC	•	TMA	03	16/03/2006	Registered
Canada	LORNAMEAD	(Logo) DSOLVE	542521	102	27/20/2021	
Caridua	BRANDS INC	(Logo)	1,228,578	03	27/08/2004	Pending
Canada	LORNAMEAD	ELECTRIC	1,221,446	03	-	<del></del>
Carrada	BRANDS INC	WHITE (Word)	1,221,446	03		Abandoned
Canada	LORNAMEAD	GOOD2GO	1203753	03	21/01/2001	by client
Carada	BRANDS INC	(Word)	1203753	03	21/01/2004	Abandoned
Canada	LORNAMEAD	HEALTHY	1173300	03	02/04/2002	by client
Curida	BRANDS INC	BRIGHT	1173300	03	02/04/2003	Abandoned
	Did Hillson (C	(Word)				by client
Canada	LORNAMEAD	NATURAL	1,203,796	03	21/01/2004	Abandoned
	BRANDS INC	FORMING	1,205,790	03	21/01/2004	1
		MOUTHTRAY			į	by client
		(Word)				
Canada	LORNAMEAD	NATURAL	1308051	03	06/07/2006	Pending
	BRANDS INC	WHITE (Logo)	.500051	03	00/07/2000	1 Chang
Canada	LORNAMEAD	NATURAL	TMA	03	25/02/1994	Registered
	BRANDS INC	WHITE (Word)	459660		20,02,177	Registered
Canada	LORNAMEAD	NATURAL	TMA	03	09/11/2001	Registered
	BRANDS INC	WHITE	589410			regiotorea
		EXTREME				
Canada	LORNAMEAD	OXYGEN	1168424	03	18/02/2003	Pending
	BRANDS INC	PLUS (Word)				
Canada	LORNAMEAD	RAPID WHITE	515480	03	22/04/1998	Registered
	BRANDS INC	(Logo)				
Canada	LORNAMEAD	RAPID WHITE	1208074	03	06/07/2006	Pending
	BRANDS INC	(Word)				
Canada	LORNAMEAD	REVIVE	1203752	03	21/01/2004	Abandoned
	BRANDS INC	WHITE (Word)			The state of the s	by client
Canada	LORNAMEAD	SHADEGUIDE	1170916	03	12/03/2003	Abandoned
	BRANDS INC	(Word)				by client
Canada	LORNAMEAD	SHADES OF	1,203,797	03	21/01/2004	Pending
	BRANDS INC	THINGS TO				

		COME (Word)				
Canada	LORNAMEAD BRANDS INC	SMILE WHITENING (Word)	1170915	03	12/03/2003	Abandoned by client
Canada	LORNAMEAD BRANDS INC	SOMETHING TO SMILE ABOUT (Word)	1203757	03	21/01/2004	Abandoned by client
Canada	LORNAMEAD BRANDS INC	TWIST 'N SMILE (Word)	1204583	03	29/01/2004	Pending
Canada	LORNAMEAD BRANDS INC	WAKE UP TO A WHITER SMILE (Word)	<i>1</i>	03	03/07/2003	Abandoned by client
Canada	LORNAMEAD BRANDS INC	WHITENESS AND WELLNESS (Word)	1181974	03	20/06/2003	Abandoned by client
Trade Mark	(UK) Limited (Staines)	1	003118403	03	31/01/2003	Registered
Community Trade Mark	Lornamead Acquisitions Limited	BRILLIANT (stylised)	005269667	03	22/08/2006	Examination in Progress
Community Trade Mark	Lornamead Acquisitions Limited	BRILLIANT (Word)	5258157	03	15/08/2006	Application filed
Community Trade Mark	Lornamead Acquisitions Limited	BRILLIANT SENSITIVE (Word)	003785359	03	21/04/2004	Registered
Community Trade Mark	Natural White (UK) Limited (Staines)	DSOLVE (Word)	004125506	03	18/11/2004	Abandoned by client
Community Trade Mark	LORNAMEAD BRANDS INC	ELECTRIC WHITE (Word)	003751419	03	08/04/2004	Registered
Community Trade Mark	Natural White (UK) Limited (Staines)	EXTREME (Word)	003118701	03	31/03/2003	Registered
Community Trade Mark	Natural White (UK) Limited (Staines)	HEALTHY BRIGHT (Word)	003122983	03	03/04/2003	Registered
Community Trade Mark	Natural White (UK) Limited (Staines)	NATURAL FORMING MOUTHRAY (Word)	003118742	03	31/03/2003	Registered
Community Frade Mark	NATURAL WHITE INC.	NATURAL WHITE (Word)	000244285	03	30/04/1996	Abandoned by client
Community  Frade Mark	IDEX DENTAL SCIENCES, INC.	RAPIDWHITE (Word)	00305557	03	15/07/1996	Registered
Community Frade Mark	LORNAMEAD BRANDS INC	RAPIDWHITE SENSITIVE	003786001	03	21/04/2004	Abandoned by client

		(Word)				
Community	Natural White		003118651	03	31/03/2003	Registered
Trade Mark	(UK) Limited	CONTROL			0.003/2003	Registered
	(Staines)	(Word)				
Community	Natural White		003118676	03	31/03/2003	Registered
Trade Mark	(UK) Limited				31,03,2003	Registered
	(Staines)					
Community	Natural White	SHADES OF	003118734	03	31/03/2003	Registered
Trade Mark	(UK) Limited	THINGS TO			31.03/2003	Registered
	(Staines)	COME (Word)				
Community	Natural White	SMILE	003118726	03	31/03/2003	Abandoned
Trade Mark	(UK) Limited	WHITENING			01/05/2005	by client
	(Staines)	(Word)				by chem
Community	Natural White	SOMETHING	003600426	$\overline{}$	22/01/2004	Abandoned
Trade Mark	(UK) Limited	TO SMILE	1		22/01/2004	by client
	(Staines)	ABOUT				oy enem
		(Word)				
Continuantly	Natural White	WAKE UP TO	003248333	03	30/06/2003	Registered
Trade Mark	(UK) Limited	A WHITER			30/00/2003	Registered
	(Staines)	SMILE (Word)	Í			
Community	Natural White	WHITENESS	003243094	03	26/06/2003	Registered
Trade Mark	(UK) Limited	AND	0002.3077	027	20/00/2003	Registered
	(Staines)	WELLNESS				
		(Word)				
Germany	LORNAMEAD	NATURAL	39757673	03	02/12/1997	Abandoned
-	BRANDS INC.	WHITE	33,3,0,3	0.5	02/12/17//	by client
		BRILLIANT				by cheft
		(Logo)	]			
Germany	LORNAMEAD	NATURAL	26408	$+_{03}$	25/02/1994	Abandoned
•	BRANDS INC.	WHITE (Word)	20.00	03	23/02/1994	by client
Germany	LORNAMEAD	ORALVITE	39924234	103	27/04/1999	Registered
	BRANDS INC.	(Word)			2710411777	Registered
Germany	LORNAMEAD	RAPID WHITE	30357110	03	03/11/2003	Registered
	BRANDS INC.	SENSITIVE			05/(1/2003	Registered
		(Word)				
Germany	LORNAMEAD	RAPIDWHITE	39656267	03	27/12/1996	Registered
-	BRANDS INC.	(Word)	3,030201		27/12/17/0	Registered
United	Lornamead	BRILLIANT	2420807	03	02/05/2006	Application
Kingdom	Acquisitions	(Stylized)	2120007	100	02/03/2000	filed
-	Limited	()				inica
United	Lornamead	BRILLIANT	2419739	03	20/04/2006	Examin-
Kingdom	Acquisitions	(Word)	2017/37	05	20/04/2000	i .
-	Limited	( , , , , , , , , , , , , , , , , , , ,				ation in Progress
United	LORNAMEAD	LIGHTENING	2218802	03	05/01/2000	
Kingdom	BRANDS INC.	WHITE (Word)	-21000/2		05/01/2000	Registered
Jnited	LORNAMEAD	NATURAL	2050391	03	06/01/1996	Abandoned
Kingdom	BRANDS INC.	WHITE (Label)	2020371	0.5	00/01/1990	
United		NATURAL NATURAL	2050442	03	19/02/1994	by client
Kingdom		WHITE (Word)		V	1 3/04/1994	Abandoned
Inited		NATURAL NATURAL	1562905	03	10/02/1004	by client
~	EXPLAINITION	NATURAL	1302903	0.5	19/02/1994	Abandoned

United   LORNAMEAD   RAPIDWHITE   2149172   03   28/10/1997   Abandoned by client   Corname	Kingdom	BRANDS INC.	WHITE (Word	<u> </u>			·····
Random							by client
Dilited	1		1	2149172	0.3	28/10/1997	1
United   LORNAMEAD   RAPIDWHITE   2191395   03   11/03/1999   Registered   Kingdom   BRANDS INC.   Word)   11/03/1999   Registered   Rapidwhite   15/1892   03   25/11/1997   Registered   Scries of 3   United   LORNAMEAD   BRANDS INC.   Word)   2967686   03   24/12/1996   Registered   Rapidwhite   2191494   03   24/12/1996   Registered   2191494   03   24/12/1996   Registered   2191494   03   24/12/1996   Registered   2191494   03   24/12/1996   Registered   2191494   03   26/08/1998   Abandoned   2191494   03   26/08/1998   Abandoned   2191494   03   26/08/1998   Abandoned   2191494   03   22/09/2004   Registered   2191494   21914	Tingaom	DIGWIDS INC.					by client
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United Kingdom   BRANDS INC   Corresponding of America   LORNAMEAD BRANDS INC   Corresponding	1	1	1	2191393	03	11/03/1999	Registered
Name				2151902	102	25/11/1007	1
United   LORNAMEAD   RAPIDWHITE   2119494   03   24/12/1996   Registered   Ringdom	Kingdom	l.	l .	2131092	0.5	25/11/1997	Registered
Kingdom				2110404	102	24/12/1006	+
United States of America   LORNAMEAD BRANDS INC.   United States of America   BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States of America   United States   LORNAMEAD BRANDS INC.   United States   LORNAMEAD BRANDS INC.   United States of America   United States of America   United States   LORNAMEAD BRANDS INC.   United States of America   United States   LORNAMEAD BRANDS INC.   United States of America   United States o	Kingdom	i .		2117474	03	24/12/1996	Registered
Of America   BRANDS INC.   United States of America   United States of Am	United States			2967686	03	20/02/2002	D. ci-ta-l
Of America   BRANDS INC.   (Logo)   DSOLVE   Of America   DRANDS INC.   Overall   DSOLVE   Of America   DRANDS INC.   Overall   Overal		BRANDS INC.	(	2707000	0.5	20/02/2003	Registered
Of America   BRANDS INC.   LOgo   DSOLVE   76/609887   03   02/09/2004   Registered	United States	LORNAMEAD	BRILLIANT	75/542394	103	26/08/1009	Abandanad
United States of America		BRANDS INC.	1	13.3.23	0.5	20/00/1998	
Of America   BRANDS INC.   (Word)   DECEMBER   DECEMB		LORNAMEAD		76/609887	03	02/09/2004	
Of America	of America	BRANDS INC.	(Word)		""	02/07/2004	Registered
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of AmericaBRANDS INC.WHITE (Word)2,078,4480.318/09/1995RegisteredUnited States of AmericaLORNAMEAD BRANDS INC.NATURAL WHITE EXTREME (Word)26525690.316/03/2001RegisteredUnited States of AmericaLORNAMEAD BRANDS INC.RAPIDWHITE EXTREME (Word)0.322/01/1996RegisteredUnited States of AmericaNATURAL WHITE (UK) LIMITEDREVIVE WHITE (Word)76/5717190.323/01/2004Abandoned by clientUnited States of AmericaLORNAMEAD BRANDS INC.SHADE CONTROL (Word)76/4948900.306/03/2003Abandoned by clientUnited States of AmericaLORNAMEAD BRANDS INC.SHADEGUIDE (Word)76/5042920.307/04/2003Abandoned by clientUnited States of AmericaLORNAMEAD BRANDS INC.SHADES OF THINGS TO COME (Word)76/5020130.328/03/2003Abandoned by clientUnited States of AmericaNATURAL WHITE (UK)SMILE OCME (Word)76/5042910.307/04/2003Pending	United States	LODNAMEAD			<u> </u>		
United States of America  United States of A			1	2,078,448	03	18/09/1995	Registered
of America  BRANDS INC.  WHITE EXTREME (Word)  United States of America United States of America  United States of America				2652560			
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of America WHITE (UK) LIMITED  United States of America United States Office United States United States Office United States United States Office United States	United States			76/571710	02	22/01/2004	
United States of America	of America			70/3/1/19	03	23/01/2004	1
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of America BRANDS INC. CONTROL (Word)  United States of America BRANDS INC. United States of America BRANDS INC. THINGS TO COME (Word)  United States of America BRANDS INC. THINGS TO COME (Word)  United States of America WHITE (UK) WHITENING  Official Word (Word)  Word)  Official by client by client  Official by client	United States	LORNAMEAD	SHADE	76/494890	103	06/03/2002	Alamada
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of America WHITE (UK) WHITENING	•	,		76/504291	03	07/04/2003	Pending
LIMITED (Word)	•						
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United States	LORNAMEAD	SMILE	2,004,282	03	18/09/1995	Registered
of America	BRANDS INC.	(Device)				
United States	LORNAMEAD	SOFT POLISH	2407043	03	17/11/1998	Registered
of America	BRANDS INC.	(Word)				
United States	LORNAMEAD	SOMETHING	76/571715	03	23/01/2004	Abandoned
of America	BRANDS INC.	TO SMILE				by client
		ABOUT		NA PAGE BOOK PAGE		
		(Word)		100		
United States	Natural White	TWIST 'N	3,018,334	03	02/02/2004	Registered
of America	(UK) Limited	SMILE (Word)				
United States	LORNAMEAD	WAKE UP TO	76/528068	03	07/07/2003	Abandoned
of America	BRANDS INC.	A WHITER		and the second s	-	by client
		SMILE				
United States	LORNAMEAD	WARM AND	2451678	03	11/02/1999	Registered
of America	BRANDS INC.	FORM				
United States	LORNAMEAD	WHITENESS	76/525009	03	23/06/2003	Abandoned
of America	BRANDS INC.	& WELLNESS				by client
1	,	(Word)		<u> </u>	<u> </u>	<b>I</b>

**IN WITNESS WHEREOF**, this Assignment has been executed by the Parties on the day and year first above written:

SIGNED by for and on behalf of NATURAL WHITE (UK) LIMITED in the presence of:	) Director
SIGNED by for and on behalf of LYPSYL HOLDINGS LIMITED in the presence of:	) Director
SIGNED by for and on behalf of CD BRAND HOLDINGS LIMITED in the presence of:	) Director
SIGNED by for and on behalf of LORNAMEAD BRANDS INC. in the presence of:	) Director
SIGNED by for and on behalf of LORNAMEAD ACQUISITIONS LIMITED in the presence of:	) Director
SIGNED by for and on behalf of LORNAMEAD GROUP LIMITED in the presence of:	) Director

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**RECORDED: 06/07/2007**