

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Liz Earle		10/01/2006	INDIVIDUAL: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Liz Earle Cosmetics Limited		
<b>Also Known As:</b>	AKA Liz Earle Beauty Co. Limited		
<b>Street Address:</b>	Union House, Union Street		
<b>City:</b>	Ryde, Isle of Wight		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	P33 2DT		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2636306	LIZ EARLE	
Registration Number:	2367817	LIZ EARLE	
Registration Number:	2869881	LIZ EARLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(503)296-2172		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(503) 844-9009		
<b>Email:</b>	mail@ganzlaw.com		
<b>Correspondent Name:</b>	Bradley M. Ganz		
<b>Address Line 1:</b>	P.O. Box 2200		
<b>Address Line 4:</b>	Hillsboro, OREGON 97123		
<b>ATTORNEY DOCKET NUMBER:</b>	MUR-3.021-MUR-3.022		

OP \$90.00 2636306

DOMESTIC REPRESENTATIVE

**900106326**

**TRADEMARK  
 REEL: 003775 FRAME: 0836**

Name: Bradley M. Ganz  
Address Line 1: P.O. Box 2200  
Address Line 4: Hillsboro, OREGON 97123

NAME OF SUBMITTER:	Bradley M. Ganz
Signature:	/BRADLEY M. GANZ/
Date:	05/12/2008

**Total Attachments: 9**  
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CHARLES RUSSELL



DATED 18<sup>th</sup> October 2006

LIZ EARLE

and

LIZ EARLE COSMETICS LIMITED

ASSIGNMENT AND CO-EXISTENCE AGREEMENT

CHARLES RUSSELL LLP  
8-10 NEW FETTER LANE  
LONDON EC4A 1RS

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TRADEMARK  
REEL: 003775 FRAME: 0838

THIS DEED is made the

2006

BETWEEN:-

- (A) **LIZ EARLE** of Albany House, High Street, Hindon, Salisbury, SP3 6DP ("Liz Earle"); and
- (B) **LIZ EARLE COSMETICS LIMITED** (registered in England under number 03070395), whose registered office is at Union House, Union Street, Ryde, Isle of Wight P33 2DT ("LEC").

Redacted

**2 ASSIGNMENT**

- 2.1 Liz Earle hereby assigns to LEC with full title guarantee all right, title and interest in:
  - 2.1.1 the trade marks set out in Schedule 1;
  - 2.1.2 such Intellectual Property as is owned by Liz Earle in the Liz Earle Naturally Active Skincare logo; and
  - 2.1.3 all rights of action that may have accrued in respect of any and all the rights described above.
- 2.2 To the extent that any Transferred Rights are not actually assigned by this Agreement because a law in another territory does not permit assignment of the relevant property, the rights that are not assigned under Clause 2.1 shall be held on trust by Liz Earle for LEC and Liz Earle shall at LEC's sole cost and expense execute such documents and do such things as are necessary to effect that assignment if possible, and if no assignment is possible Liz Earle shall at LEC's sole cost and expense put in place such legal arrangement as most closely resembles an assignment in the relevant territory

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6 **FURTHER ASSURANCE**

Liz Earle shall:-

- 6.1 so far as necessary permit and enable LEC to apply for and shall take all reasonable steps to assist LEC in obtaining the grant of registered trade marks, registered designs, or other protection in respect of any of the Transferred Rights as may be required by LEC;
- 6.2 at the request and cost of LEC execute such documents and do all acts and things as may be reasonably necessary for the purpose of Clause 6.1, for perfecting the assignments in Clause 2 and for vesting all Transferred Rights in LEC absolutely.
- 6.3 Liz Earle hereby irrevocably appoints LEC as her attorney in her name to execute and do all documents acts and things as may be necessary to give effect to and to perfect the assignment of the Transferred Rights set out in clause 2 of this Deed.

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SCHEDULE 1

TRANSFERRED RIGHTS

Case Number	I.P. Title	I.P. Holder	Application No	Status	Registration No	Filing Date	Registration Date	Renewal Date	Country	TM Class
T21101-	LIZ EARLE	Liz Earle	2152731	REGISTERED	2152731	04/12/87	25/02/00	04/12/07	GB	3 42
T21101A	LIZ EARLE	Liz Earle	75/810741	REGISTERED	2888881	28/09/89	03/09/2004	03/08/2006	US	3
T21101B	LIZ EARLE	Liz Earle	39862413	REGISTERED	39862413	29/10/88	18/02/89	29/10/88	DE	3 42
T22750-	LIZ EARLE Logo	Liz Earle	2178424	REGISTERED	2178424	13/10/88	13/08/89	13/10/08	GB	3 42
T22750A	LIZ EARLE Logo	Liz Earle	75/599256	REGISTERED	2367817	03/12/88	18/07/00	18/07/05	US	3 42
T22750B	LIZ EARLE Logo	Liz Earle	39888430	REGISTERED	39888430	26/11/98	17/02/99	26/11/08	DE	3 42
T22750C	LIZ EARLE Logo	Liz Earle	781058	REGISTERED	791058	13/04/89	17/12/89	13/04/09	AU	3 42
T22750D	LIZ EARLE Logo	Liz Earle	99787081	REGISTERED	99787081	13/04/89	01/10/89	13/04/09	FR	3 42
T22750E	LIZ EARLE Logo	Liz Earle	1011825	REGISTERED	546113	13/04/89	04/06/01	04/06/16	CA	3 42
T22750F	LIZ EARLE Logo	Liz Earle	11-32813	REGISTERED	4382773	13/04/89	18/06/00	16/08/10	JP	3 42
T22750G	LIZ EARLE Logo	Liz Earle	99705290	REGISTERED	189422	13/04/89	31/08/00	13/04/09	RU	3 42
T31887A	LIZ EARLE	Liz Earle	75/982384	REGISTERED	2836306	28/09/88	15/10/02	15/10/07	US	3 42

SIGNED AS A DEED by Liz Earle  
in the presence of:-

) *Earle*

DAN HARRINGTON  
16 ST JOHN'S TERRACE  
WOODBRIDGE  
SUFFOLK

SIGNED AS A DEED by  
For and on behalf of Liz Earle Cosmetics Limited  
in the presence of:-

)  
)  
)

*[Faint signature]*

*[Faint signature]*

*[Faint signature]*