

4-21-08

05-14-2008



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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
Brandhandling International Limited		01/01/2008	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA	
Name:	Soap & GLory Limited
Street Address:	167-169 Kensington High Street
Internal Address:	First Floor
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W8 6SH
Entity Type:	LIMITED LIABILITY COMPANY:

PROPERTY NUMBERS Total: 61

Property Type	Number	Word Mark
Serial Number:	77003910	ACCIDENTAL PURIST
Serial Number:	78687407	A GREAT KISSER
Serial Number:	77011424	ALL TECH AND MORE ACTION
Serial Number:	78687422	A SLAP IN THE FACE MASK
Serial Number:	77198872	ARCH DE TRIUMPH
Serial Number:	78651155	BEARD SCIENCE
Serial Number:	78853097	CALM ONE CALM ALL
Serial Number:	78667157	CATCH A WRINKLE IN TIME
Serial Number:	77301690	CHEEK A BOO
Serial Number:	78853128	CLEAN ON ME
Serial Number:	77200105	CLEAN OF ENGLAND
Serial Number:	77335940	DAILY SMOOTH
Serial Number:	78946063	DR SPOT

OP \$1540.00 77003910

Serial Number:	78853138	EASY GLISTENING
Serial Number:	77292543	ENDLESS GLOVE
Serial Number:	77316603	FEEL THE KNEAD
Serial Number:	77303832	FEET DREAMS
Serial Number:	78848561	FILL YOUR FACE
Serial Number:	78853158	FLAKE AWAY
Serial Number:	78737681	FOAM CALL
Serial Number:	78853202	GET A SMOOTH ON
Serial Number:	77138655	GLOW CRAZY
Serial Number:	78859534	GLOW JOB
Serial Number:	78859550	GLOW MAINTENANCE
Serial Number:	77135281	GOD SHAVE THE QUEEN
Serial Number:	77088607	GREAT SHAKES
Serial Number:	78667154	HAIR TRAFFIC CONTROL
Serial Number:	78853227	HAND FOOD
Serial Number:	78687481	HELLO, HANDSOME
Serial Number:	78696268	INSTRUCTIONS FOR YOUTH
Serial Number:	77198920	JAM SESSION
Serial Number:	78859521	MAKE YOURSELF YOUTHFUL
Serial Number:	78868635	MIGHTY MOUTH
Serial Number:	78932474	MOUNTAIN OF YOUTH
Serial Number:	78666609	MR. HIDE
Serial Number:	77281796	MR.HIDE
Serial Number:	77329040	OFF YOUR FACE
Serial Number:	78688243	ONE NIGHT TANNED
Serial Number:	78667156	OUT DAMNED SPOT
Serial Number:	77200136	PEACHES AND CLEAN
Serial Number:	78641791	SCIENCE FRICTION
Serial Number:	78854111	SCRUB YOUR NOSE IN IT
Serial Number:	78651159	SELF-MADE MANICURE
Serial Number:	78688254	SEXY MOTHER PUCKER
Serial Number:	78873994	SOAP & GLORY
Serial Number:	78688977	SOME LIKE IT HOT
Serial Number:	77136232	STICK EM UP
Serial Number:	78659974	SUPER EYES, SUPER EYES

Serial Number:	78855208	SWEAT BANNED
Serial Number:	78946086	TAUT SAUCE
Serial Number:	78870708	THAT TIME OF THE MONTH
Serial Number:	78633039	THE FATCH
Serial Number:	78871763	THE FILL MONTY
Serial Number:	77054965	THE FIRMINATOR
Serial Number:	78855256	THE RIGHTEOUS BUTTER
Serial Number:	78696769	THE SCRUB MACHINE
Serial Number:	78666064	THE SCRUB OF YOUR LIFE
Serial Number:	77054951	THE USUAL SUSPECTS
Serial Number:	78850766	WIZARD OF FLAWS
Serial Number:	78946143	TRICK AND TREATMENT CONCEALER
Serial Number:	77316615	WASH ALMIGHTY

CORRESPONDENCE DATA

Fax Number: (207)938-1828
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: +442079377887
Email: judiht@brandhandling.com
Correspondent Name: Judith Tonkin
Address Line 1: 167-169 Kensington High Street
Address Line 2: First Floor
Address Line 4: London, UNITED KINGDOM W8 6SH

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Judith Tonkin
Signature:	/Judith Tonkin/
Date:	04/21/2008

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of April 17th, 2008 from BrandHandling International Limited ("Assignor"), a British Virgin Islands Corporation with a principal place of business of First Floor Millennium House, Victoria Road Douglas, Isle of Man IM24RW, to Soap & Glory Limited ("Assignee"), a UK Limited Company with a principal place of business of 167-169 Kensington High Street, London W8 6SH, United Kingdom:

WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") (including any applications and/or registrations associated therewith) and other intellectual property (the "Property") as described in Exhibit A, attached hereto and incorporated herein by reference, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks have been, are, or are intended to be used;

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR's right, title, and interest of whatever kind in and to the Marks and the Property, together with (1) the goodwill of the business relating to the Marks as they have been or are intended to be used and for which they are registered or for which applications have been filed; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages and payments for past or future infringements and misappropriations of the marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

55-20 years The South Kensington Post Office London SW7 2JW office +44 20 7584 7859 mobile +44 7917 305016 fax +44 20 7825 8996 mkh@bhinternational.com

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks and the Property.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, of the day and year first written above.

BRANDHANDLING INTERNATIONAL LIMITED

By:  Scott Thomson

Title: Director

EXHIBIT A

MARK	APP. S.N.	REG. NO
ACCIDENTAL PURIST	77003910	N/A
A GREAT KISSER	78687407	N/A
ALL TECH AND MORE ACTION	77011424	N/A
A SLAP IN THE FACE MASK	78687422	N/A
ARCH DE TRIUMPH	77198872	N/A
BEARD SCIENCE	78651155	N/A
CALM ONE CALM ALL	78853097	3,374,179
CATCH A WRINKLE IN TIME	78667157	N/A
CHEEK A BOO	77301690	N/A
CLEAN ON ME	78853128	3,374,180
CLEAN OF ENGLAND	77200105	N/A
DAILY SMOOTH	77335940	N/A
DR. SPOT	78946063	N/A
EASY GLISTENING	78853138	N/A
ENDLESS GLOVE	77292543	N/A
FEEL THE KNEAD	77316603	N/A
FEET DREAMS	77303832	N/A
FILL YOUR FACE	78848561	N/A
FLAKE AWAY	78853158	3,360,727
FOAM CALL	78737681	N/A
GET A SMOOTH ON	78853202	N/A
GLOW CRAZY	77138655	N/A
GLOW JOB	78859534	N/A
GLOW MAINTENANCE	78859550	N/A

MARK	APP. S.N.	REG. NO
GOD SHAVE THE QUEEN	77135281	N/A
GREAT SHAKES	77088607	N/A
HAIR TRAFFIC CONTROL	78667154	N/A
HAND FOOD	78853227	N/A
HELLO HANDSOME	78687481	N/A
INSTRUCTIONS FOR YOUTH	78696268	N/A
JAM SESSION	77198920	N/A
MAKE YOURSELF YOUTHFUL	78859521	N/A
MIGHTY MOUTH	78868635	N/A
MOUNTAIN OF YOUTH	78932474	N/A
MR. HIDE	78666609	N/A
MR. HIDE	77281796	N/A
OFF YOUR FACE	77329040	N/A
ONE NIGHT TANNED	78688243	N/A
OUT DAMNED SPOT	78667156	N/A
PEACHES & CLEAN	77200136	N/A
SCIENCE FRICTION	78641791	N/A
SCRUB YOUR NOSE IN IT	78854111	N/A
SELF-MADE MANICURE	78651159	N/A
SEXY MOTHER PUCKER	78688254	N/A
SOAP & GLORY and Design	78873994	N/A
SOME LIKE IT HOT	78688977	N/A
STICK EM UP	77136232	N/A
SUPER EYES SUPER EYES	78659974	N/A
SWEAT BANNED	78855208	N/A

MARK	APP. S.N.	REG. NO
TAUT SAUCE	78946086	N/A
THAT TIME OF THE MONTH	78870708	N/A
THE FATCH	78633039	N/A
THE FILL MONTY	78871763	N/A
THE FIRMANATOR	77054965	N/A
THE RIGHTEOUS BUTTER	78855256	3,374,183
THE SCRUB MACHINE	78696769	N/A
THE SCRUB OF YOUR LIFE	78666064	N/A
THE USUAL SUDSPECTS	77054951	N/A
WIZARD OF FLAWS	78850766	N/A
TRICK AND TREATMENT CONCEALER	78946143	N/A
WASH ALMIGHTY	77316615	N/A

USPTO. ETAS. Receipt

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Serial Number:	78667157	CATCH A WRINKLE IN TIME
Serial Number:	77301690	CHEEK A BOO
Serial Number:	78853128	CLEAN ON ME
Serial Number:	77200105	CLEAN OF ENGLAND
Serial Number:	77335940	DAILY SMOOTH
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Serial Number:	78651159	SELF-MADE MANICURE
Serial Number:	78688254	SEXY MOTHER PUCKER

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21/04/2008

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USPTO. ETAS. Receipt

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Serial Number:	78873994	SOAP & GLORY
Serial Number:	78688977	SOME LIKE IT HOT
Serial Number:	77136232	STICK EM UP
Serial Number:	78659974	SUPER EYES, SUPER EYES
Serial Number:	78855208	SWEAT BANNED
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 Correspondent Name: Judith Tonkin
 Address Line 1: 167-169 Kensington High Street
 Address Line 2: First Floor
 Address Line 4: London, UNITED KINGDOM W8 6SH

DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:

NAME OF SUBMITTER:	Judith Tonkin
Signature:	/Judith Tonkin/
Date:	04/21/2008

Total Attachments: 5
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21/04/2008

RECORDED: 04/21/2008

TRADEMARK
 REEL: 003777 FRAME: 0788