

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | CHANGE OF NAME |
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CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------------|----------|----------------|-----------------------|
| Soapworks Company, Inc. | | 04/11/2008 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|---|
| Name: | Simplicity Products International, Inc. |
| Street Address: | 2257 Century Hill |
| City: | Los Angeles |
| State/Country: | CALIFORNIA |
| Postal Code: | 90067 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 9

| Property Type | Number | Word Mark |
|----------------------|----------|-----------------------------------|
| Registration Number: | 3409537 | AMILYA'S |
| Registration Number: | 2712258 | |
| Registration Number: | 3038773 | AMILYA'S SOAPWORKS |
| Serial Number: | 77158213 | PEARL ESSENCE |
| Serial Number: | 77164472 | PEARL OF PURITY |
| Serial Number: | 77319148 | RINSE CLEAN TECHNOLOGY |
| Serial Number: | 76618266 | AMILYA'S |
| Registration Number: | 3133196 | HYPOALLERGENIC PRODUCTS THAT WORK |
| Registration Number: | 3241330 | HYPOALLERGENIC PRODUCTS THAT WORK |

CORRESPONDENCE DATA

Fax Number: (202)344-8300
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: trademarkdocket@venable.com
 Correspondent Name: Mark B. Harrison
 Address Line 1: 575 7th Street, N.W.

CH \$240.00 3409537

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004-1601

ATTORNEY DOCKET NUMBER: 41935-190457

NAME OF SUBMITTER: Mark B. Harrison, Esq.

Signature: /MBH-hrc/

Date: 07/09/2008

Total Attachments: 0

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