

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Helen Renecele		01/01/2008	CORPORATION: UNITED KINGDOM

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

<b>PROPERTY NUMBERS Total: 2</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Serial Number:	78946165	UNSCREEN
Serial Number:	78946107	HEEL GENIUS

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(207)938-1828
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	+448453599900
<b>Email:</b>	juditht@brandhandling.com
<b>Correspondent Name:</b>	Judith Tonkin
<b>Address Line 1:</b>	167-169 Kensington High Street
<b>Address Line 2:</b>	First Floor
<b>Address Line 4:</b>	London, UNITED KINGDOM W8 6SH

<b>DOMESTIC REPRESENTATIVE</b>
<b>Name:</b>

OP \$65.00 78946165

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	judith Tonkin
Signature:	/Judith Tonkin/
Date:	08/27/2008

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of August 27th, 2008 from Helen Reneele, ("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.

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

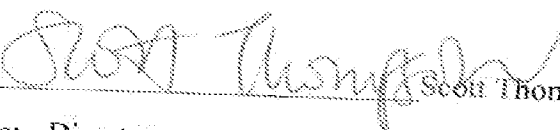
By:  Scott Thomson  
Title: Director

EXHIBIT A

MARK	APP. S.N.	REG. NO
UNSCREEN	78946165	N/A
HEEL GENIUS	78946107	N/A