

TRADEMARK ASSIGNMENT

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
Nicene Brands I, LLC		05/16/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Porcelana, LLC		
Street Address:	2200 West Port Plaza Drive		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63146		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	73091120	PORCELANA	
Serial Number:	77182705	PORCELANA	
CORRESPONDENCE DATA			
Fax Number:	(314)612-2323		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-621-5070		
Email:	gashbrook@armstrongteasdale.com		
Correspondent Name:	Meredith P. Gammill		
Address Line 1:	One Metropolitan Square, Suite 2600		
Address Line 4:	St. Louis, MISSOURI 63102-2740		
ATTORNEY DOCKET NUMBER:	28324-14		
NAME OF SUBMITTER:	Meredith P. Gammill		
Signature:	/MPG-ATLLP/		

CH \$65.00 73091120

Date:

08/29/2008

Total Attachments: 11

source=s2817168#page1.tif

source=s2817168#page2.tif

source=s2817168#page3.tif

source=s2817168#page4.tif

source=s2817168#page5.tif

source=s2817168#page6.tif

source=s2817168#page7.tif

source=s2817168#page8.tif

source=s2817168#page9.tif

source=s2817168#page10.tif

source=s2817168#page11.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of May 16, 2008, is by and between Nicene Brands I, LLC, a Delaware limited liability company ("Assignor") and Porcelana, LLC, a Delaware limited liability company ("Assignee").

RECITALS

A. Assignor acquired all rights, title and interest in the Trademarks (as defined below) from Henkel Consumer Goods Inc. ("Henkel") pursuant to that certain Agreement of Purchase and Sale dated May 16, 2008 between Henkel and Assignor; and

B. Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in the Trademarks listed in attached hereto as Schedule A (the "Trademarks"), and Assignee has agreed to acquire all right, title, and interest in the Trademarks.

AGREEMENT

NOW, THEREFORE, in consideration of the mutual promises herein contained and other good and valuable consideration, the parties agree as follows:


1. Assignor does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the goodwill symbolized by said Trademarks and the applications and registrations thereof, as well as any rights Assignor may have acquired by virtue of its use of the Trademarks, including the right to legally pursue any past, present or future infringement or unauthorized use of said Trademarks, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

IN WITNESS WHEREOF, Assignor and Assignee have executed or caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written.

ASSIGNOR:
Nicene Brands I, LLC

By: 
Name: Sanjiv Teelock
Its: President & CFO

ASSIGNEE:
Porcelana, LLC

By: 
Name: Sanjiv Teelock
Its: President & CFO

Corporate Acknowledgement — Nicene Brands I, LLC

STATE OF MISSOURI)
) ss.
CITY OF ST. LOUIS)

On this 16th of May, 2008 before me, a notary public in and for said county, appeared Sanjiv Teelock who is personally known to me to be the President & CFO of Nicene Brands I, LLC who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of Nicene Brands I, LLC.



Mary L. Ogolin
Notary Public

My commission expires: 5/19/09

Corporate Acknowledgement — Porcelana, LLC

STATE OF MISSOURI)
) ss.
CITY OF ST. LOUIS)

On this 16th of May, 2008 before me, a notary public in and for said county, appeared Sanjiv Teelock who is personally known to me to be the President & CFO of Porcelana, LLC who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of Porcelana, LLC.



Mary L. Ogolin
Notary Public

My commission expires: 5/19/09

SCHEDULE A

Section 1 – United States Trademarks

Trademark	Country	Appl.No.	Appl.Date	Reg.No.	Reg.Date	Renewal Date	Goods
PORCELANA	United States	73/091120	6/21/1976	1119493	6/5/1979	6/5/2009	5: Medicated complexion cream
PORCELANA	United States	77/182705	5/16/2007				03: Non-medicated skin care preparations

SCHEDULE A (Continued)

Section 2 – Foreign Trademarks

Trademark	Country	Appl.No.	Appl.Date	Reg.No.	Reg.Date	Renewal Date	Goods
PORCELANA	Australia	591876	12/7/1992	A591876	12/7/1992	12/7/2009	03: Skin care products including body lotions, creams and soaps.
PORCELANA	Australia	405923	3/28/1984	A405923	3/28/1984	3/28/2015	05: Medicated skin bleaching creams.
PORCELANA	Bermuda		8/24/1981	9233	8/24/1981	8/24/2012	05: Medicated complexion cream.
PORCELANA	Bolivia		12/4/1992	63621-A	8/15/1994	8/15/2014	03: Skin care products including body lotions, creams and soaps.
PORCELANA	Brazil	2082480	7/30/1980	800208242	10/25/1983	10/24/2013	05: Class 5.20: Pharmaceutical preparations, medicated cream for lightening discolored or darkened skin areas.
PORCELANA	Brunei Darussalam	36111	3/23/2004				03: preparations for body and beauty care, perfumery, essential oils, skin care preparations, namely creams, soaps, body lotions, skin moisturizers, facial scrubs, facial lotions, facial creams and skin gels
PORCELANA	Canada	0450275	2/19/1980	TMA279528	5/13/1983	5/13/2013	: Medicated complexion cream
PORCELANA	Canada	1200323	12/19/2003				: Non-medicated skin care preparations namely, for the treatment of age and sun spots, dark circles under the eyes, spider veins

PORCELANA	China	92-086973	12/26/1992	681015	3/14/1994	3/13/2014	05: Medicated skin care products including body lotions, fade creams and soaps.
PORCELANA	China	92-005401	2/10/1992	626068	1/20/1993	1/19/2013	03: Skin care products.
PORCELANA (chin.)	China	93-101257	10/23/1993	964534	3/21/1997	3/21/2007	03: Skin care products including body lotions, creams and soaps.
PORCELANA (chin.)	China	93-101258	10/20/1993	1218252	10/28/1998	10/27/2008	05: Medicated skin care products, including body lotions, fade creams and soaps.
PORCELANA	Costa Rica		10/23/1991	79160	4/9/1992	4/2/2012	03: Skin care products.
PORCELANA	Costa Rica		1/18/1993	83404	7/23/1993	7/23/2013	05: Medicated skin care products including body lotions, fade creams and soaps.
PORCELANA	Denmark	03963/1981	12/11/1991	03963/1981	12/11/1991	12/11/2011	03: Class 3, 5: All goods in classes 3 and 5, especially medicinal complexion creams. 05: Class 3, 5: All goods in classes 3 and 5, especially medicinal complexion creams.
PORCELANA	Ecuador	35866	12/9/1992	56/94	2/1/1994	2/1/2014	05: All products in Class 5, especially medicated skin care products including body lotions, fade creams and soaps.
PORCELANA	Ecuador	21737	8/23/1990	1294-91	7/24/1991	7/24/2006	03: Bleaching agents for the skin.

PORCELANA	France	92/446830	12/21/1992	92/446830	12/21/1992	12/21/2012	05: Medicated skin care products including body lotions, fade creams and soaps.
PORCELANA	France	563794	6/27/1980	1598733	6/27/1980	6/22/2010	03: Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices. Bleaching preparations and other substances for laundry use;
PORCELANA	Germany	L33162	1/27/1990	1179523	7/29/1991	1/27/2010	03: Mittel zur Körper- und Schönheitspflege; Seifen; Hautpflegemittel. (Cosmetics, soaps, skin care products.)
PORCELANA	Germany	L36530	12/2/1992	2053643	12/2/1992	12/31/2012	03: Class 3, 5: Pharmazeutische Präparate für die Hautpflege; kosmetische Hautpflegemittel, insbesondere in Form von Körperlotionen, Cremes, Salben, Sprays; medizinische Seifen. (Medicated skin care products, dermatica, especially body lotions, cremes
PORCELANA	Greece	79206	2/24/1981	79206	2/24/1981	2/24/2011	03: Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.
PORCELANA	Greece	99168	5/23/1990	99168	5/23/1990	5/23/2010	05: Pharmaceutical, veterinary and sanitary prep 03: Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices. 05: Pharmaceutical, veterinary and sanitary prep

PORCELANA	Guatemala	R-1079-8		34823/445/84	6/21/1978	6/20/2008	03: All goods included in this class.
PORCELANA	Honduras		5/5/1992	56305	10/20/1992	10/20/2002	05: Medicated skin creams.
PORCELANA	Hong Kong	18867/1992	12/4/1992	199403359	6/8/1994	12/4/2009	03: Skin care preparations; hair care preparations; non-medicated toilet preparations; soaps, perfumery, essential oils; cosmetics, hair and body lotions and creams; dentifrices, preparations, solutions, compositions therefor.
PORCELANA	Hungary	M0401222	3/18/2004	182790	3/8/2004	3/18/2014	03: preparations for body and beauty care, perfumery, essential oils, skin care preparations, namely creams, soaps, body lotions, skin moisturizers, facial scrubs, facial lotions, facial creams and skin gels
PORCELANA	Indonesia	D00-2002.17749.17954	8/12/2002	547231	8/28/2003	8/12/2012	03: skin care preparations
PORCELANA	Ireland		7/17/1980	100769	7/17/1980	7/17/2011	05: Medicated complexion creme.
PORCELANA	Ireland	92/6267	11/30/1992	162033	11/30/1992	11/29/2009	03: Sin care products including body lotions, creams and soaps.
PORCELANA	Israel	85671	12/9/1992	85671	12/9/1992	12/9/2013	03:
PORCELANA	Israel	77732	9/29/1990	77732	9/28/1990	9/29/2011	05:

PORCELANA	Italy	32813C/82	1/20/1982	987703	1/20/1982	1/20/2012	03: Class 3, 5: Medicated complexion cream.
PORCELANA	Jordan	35909	9/28/1994	35909	9/28/1994	9/28/2011	05: Class 3, 5: Medicated complexion cream. 03: Bleaching preparations and other substances for laundry use, cleaning, polishing, scouring, and abrasive preparations, soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrices and goods included in this class.
PORCELANA	Malaysia	MA/714/88	2/15/1988	MA/714/88	2/15/1988	2/15/2009	05: Medicated complexion creams for the skin.
PORCELANA	Malaysia	MA/8706/92	12/11/1992	92008706	12/11/1992	12/11/2009	03: Skin care products including body lotions, creams and soaps.
PORCELANA	Mexico	51607	10/31/1988	361065	10/31/1988	10/31/2013	3: Cosmetics and perfumery goods including skin care products
PORCELANA	Nicaragua	2001/0623	12/18/1991	21538	6/8/1992	6/7/2012	03: Skin care products.
PORCELANA	Pakistan		1/8/1992	113943	1/8/1992	1/8/2014	03: Skin care products.
PORCELANA	Panama		8/16/1979	024477	3/21/1980	3/21/2010	03: Medicated creams for the skin.
PORCELANA	Paraguay	90739	11/12/1980	149440	11/12/1991	11/12/2010	03: All goods in this class.

PORCELANA	Philippines	4-2006-002520	3/6/2006					03: skin care products including body lotions, creams and soaps and all other goods in international class 3
PORCELANA	Portugal	261745	2/5/1990	261745	8/4/1992	8/4/2012		03: cosmetic products for skin care, preparations for skin cleansing, cosmetic lotions, toilet milks, soaps
PORCELANA	Portugal	288230	12/23/1992	288230	9/15/1994	9/15/2014		05: Medicated skin care products including body lotions and fade creams.
PORCELANA	Saudi Arabia	20866	4/24/1993	305/51	4/24/1994	9/16/2012		03: Sin care products including body lotions, creams and soaps.
PORCELANA	Singapore	S/9361/92	12/7/1992	T92/09361	12/7/1992	12/7/2012		03: Skin care products including body lotions, creams and soaps.
PORCELANA	Singapore	S/1086/88	3/12/1988	1086/88	3/12/1988	3/12/2015		05: Medicated preparations in the form of creams for the care of the skin.
PORCELANA	Spain	1741215	1/26/1993	1741215	1/26/1993	1/26/2013		05: Medicated skin care products including body lotions, fade creams and soaps.
PORCELANA	Spain	947670	7/9/1980	947670	2/15/1983	7/9/2010		03: Facial creams.
PORCELANA	Switzerland	4908	9/10/1981	314529	9/10/1981	9/10/2011		03: Products for body and beauty care. 05: Medicated skin or complexion cream.

PORCELANA	Thailand	238467	12/17/1992	17241	12/17/1992	12/16/2012	03: Body lotions, body creams and body soaps.
PORCELANA	Trinidad and Tobago	20498	2/28/1992	20498	10/3/1994	2/27/2016	03:
PORCELANA	United Arab Emirates	4801	2/1/1994	5118	2/1/1994	2/1/2014	05: Medicated complexion cream.
PORCELANA	United Kingdom	1520275	12/1/1992	1520275	12/1/1992	12/1/2009	03: Soaps; cosmetics; perfumery; body lotions and creams; skin care preparations; anit-perspirants and deodorants for personal use; toiletries.
PORCELANA	Uruguay	177454	10/10/1980	337621	9/21/1981	4/28/2012	05: Medicated cream for the skin.
PORCELANA	Venezuela	1219781	2/12/1984	108660-F	6/18/1984	6/18/1999	06:
PORCELANA	Viet Nam	12329	3/23/1993	10290	3/23/1993	3/23/2013	03: Skin care preparations including body lotions, colorless (fade?) creams, soaps. 05: Medicated skin care preparations including body lotions, colorless (fade?) creams, soaps.

SCHEDULE A (Continued)

Section 3 – Common Law Trademarks

Trademark	Country	Goods	Remarks
VITALYTEN-C COMPLEX	United States	Skin care preparations	Secondary mark for PORCELANA
THE SKIN DISCOLORATION AUTHORITY	United States	Skin care preparations	Secondary mark for PORCELANA
FADE DARK SPOTS DAYTIME TREATMENT	United States	Skin care preparations	Secondary mark for PORCELANA
FADE DARK SPOTS NIGHTIME TREATMENT	United States	Skin care preparations	Secondary mark for PORCELANA
SKIN LIGHTENING SERUM	United States	Skin care preparations	Secondary mark for PORCELANA